America's Only Weekly Automotive Trade Paper

Automotive News

The Newspaper of the Industry

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Commercial Car Section Pages 7-13

Sparks

Ford Trade School Quarter-Century Old Paid As You Learn Enrollment Heavy

By Chris Sinsabaugh

STIMULATING boys to think for themselves by working out practical problems and doing practical work was in the back of Henry Ford's mind when he founded the Henry Ford Trade School 25 years ago last Saturday. It was started with six students and one instructor, that teacher being Frederick E. Searle under whom Edsel Ford studied at the Detroit University School, and who still is head of the institution. Today there are 5,979 alumni and the 25th anniversary of the founding of the school was celebrated Oct. 25, 1941. Since then Founder Ford has lent a helping hand to other boys and today, in addition to the trade school, his educational institutions also include a training school for high school graduates, apprentice school and the naval training school, with a total enrollment of 9,300.

* * *

BUT IT WAS the trade school's day in court Saturday when the silver anniversary was celebrated, at which time the country at large got an idea of the scope of Good Neighbor Ford's operations in making the boys of America worthwhile citizens. Personally, I had no idea of just how much the dean of Dearborn has done along these lines. It is not what one might call philanthropy on his part; he would be first to deny it and would modestly attribute his activities in this direction to a desire to be helpful to youth.

It was not until I heard Bill Cameron on the Sunday Evening Hour radio broadcast that I had a full appreciation of the 25 years of the Ford Trade School activities. Said the Voice of Ford:

* * *

"WHEN THE school was founded in 1916, there was no shortage of mechanics as there is today, but there was a shortage of opportunity for boys to learn trades. Boys of that day, as many schoolboys now, were victims of an educational system wholly disconnected from the mystery of work, and being fit only for the crudest sort of labor, were headed toward the human scrap heap. For youth in that plight Henry Ford had a great practical sympathy. He conceived a school that would take such boys, put a book in one hand and a tool in the other, and develop their powers.

"Before the first 600 boys could be enrolled, 4,000 applicants were on the waiting list, and by the time 1,800 students had been inducted, the waiting list had increased to 8,000. As most of the early students were orphans or the sons of widows, each was awarded a cash scholarship that now ranges from $525 for the first year to $1,800 for the fourth year. Of the more than 10,000 enrolled to date, 6,000 have been graduated. Ford Trade School students are so eagerly snapped up by other concerns that it is hard to keep them long enough to com-

(See SPARKS, Page 19, Col. 1)

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Copper is Banned In Trim, Heaters, Lights, Hardware

Car Radiators Exempted But Industry Prepares for Possibility

On Show Front

General admission receipts jump at Baltimore show..... Page 2
Denver floor space is sellout.... 3
Boston set for 'Open House'.... 5

By Pete Wemhoff
Managing Editor

DETROIT.—The stranglehold grew tighter around the automotive industry last week with these developments:

1 OPM forbid the use of copper in civilian products, the automotive ones being garage and repair equipment, headlamp and parts, heaters, horns, hub and gasoline tank caps, miscellaneous fittings and trim, mouldings, rear view mirrors and hardware, motorcycles and similar vehicles, and paint.

2 While the copper restrictions were not placed on car radiators (except that supplies were limited to 70 percent of 1940's fourth quarter), it may come, and the industry is bending every effort to meet the situation. This phase is discussed in detail later on in this story.

3 OPM's restrictions on copper's use in trim, mouldings, etc., is a prelude to the complete ban on bright-work, which at press time Friday was expected to be issued over the week-end.

4 Light truck (less than 1½ tons) production for December was curtailed Friday by OPM to 29 percent below December, 1940. making an overall reduction of 14 percent for the August-December period. See story on page 7.

5 Materials shortages are daily adding to the woes of passenger-car production, and it is not at all certain that all car makers will be able to carry production through next January. "While a suspension of passenger car assemblies may not come in January," writes David J. Wilkie, Associated Press automotive editor, "there is a growing conviction that it may be looked for before the normal 1942-model season is far beyond its half-way point."

Only bright spot in the week's picture was the lifting of all restrictions on gasoline in the Eastern Seaboard states, whose sup-

(Continued on Page 19, Col. 4)

U.S. Ends Fuel Rationing, Curfew in Eastern States

ALL-TIME RECORD crowds flocked to San Francisco's 26th annual Pacific Automobile Show last week. Here is shown a portion of the throngs which viewed the 1942 cars. Sales were reported as being greater than a year ago. Comedian Bob Hope headed an all-star revue that featured the display. Buick and Willys were the only two makes of cars, handled in the San Francisco area, that were not exhibited.

Record Crowds, Sales Greet San Francisco's Car Show

By Leon Pinkson
Staff Correspondent

SAN FRANCISCO.—Record crowds, close inspection of the 1942 cars and the verified reports of actual sales clearly indicate that the 26th annual Pacific Automobile Show last week was a huge success.

It also is indicated that the 1942 selling season will not be a sales problem, but judging from the stocks on hand and those scheduled, dealers will have a delivery difficulty.

The Bob Hope entertainment program proved a splendid drawing card but actual interest in the various displays ran high, and it was with difficulty that the show management was able to "black-out" the house an hour or so after the official closing time. The crowds were eager to see and inspect the features of the new models.

True the stripped chassis and various units showing the mechanics of the cars were missing at the exhibit, as were the usual visits of factory "brass hats," but the prospective buyers and motoring fans were satisfied with lifting hoods, studying motors intact, opening doors and trying seats. As for the lack of "brass hats" the dealers and sales forces did not seem to mind their absence but kept busy with the crowds, warning them with apparently good results that failure to place orders early might possibly mean inability to get a car later because of production curtailment.

Buick and Willys were the only two makes, handled in the San Francisco Bay area, that were not in the show. Howard Automobile Co., Buick distributor, and Transport Motors, Willys representative, held shows in their respective sales rooms. Both were missed and many unkind words were heard in Buick's competitive camps as to why the cars were not exhibited. However, the real reason was that Manager Eaton McMillan, of the Howard organization, decided to live up to the factory agreement against the holding of any show.

Dealers from all parts of Northern California attended the show, and the concensus of opinion was that the exhibit was certain to give an increased impetus to 1942 sales. The lack of adequate supplies is the outstanding worry by the merchandising body.

Canada's Price-Wage Ceilings Forebode Trouble for Dealers

Special to Automotive News

OTTAWA. — A price and wage ceiling for Canadian industry, announced by Premier Mackenzie King last week in a radio broadcast across the nation, is causing some concern among automobile dealers and other retailers who handle accessories, tires and other commodities linked with the automobile trade.

Intention of the Government, as stated by King, is to sidestep inflation, and all classes of people are in agreement with the government that it is essential to combat this tendency. What is not clear to the industrialists, and in particular to the automobile trade, is how the new regulations are to be enforced. To carry out the order it is hinted that 5,000 inspectors may be necessary.

Nov. 17 is the date on which the new price ceiling becomes effective, and from that date on the highest price chargeable on all products, including farm, is the maximum charged between Sept. 11 and Oct. 11. On Nov. 15 comes into effect a comprehensive wage bonus, or cost-of-living bonus system, which affects all employers except the very smallest. No employer will be permitted to raise wages, except in the case of promotions, and each three months the cost-of-living bonus must be adjusted to the official chart.

King has stated that, in the event prices of imported articles climb in their country of origin, above the price level of Sept. 11 to Oct. 11, these imports will be refused admission into Canada. This is a puzzling situation for those dealers who import auto-

(See CANADA, Page 19, Col. 3)

The Top Ten
PASSENGER CARS

First Ten in Registrations Reported in Automotive News Today:

1941 Pos.	Make	1940	Pos.
1—762,673	Chevrolet	609,320—	1
2—517,080	Ford	394,996—	2
3—387,000	Plymouth	317,101—	3
4—264,177	Buick	199,706—	4
5—243,951	Pontiac	160,451—	5
6—198,744	Olds	138,186—	7
7—181,154	Dodge	151,022—	6
8—124,107	Chrysler	71,417—	9
9— 93,510	Studebaker	73,043—	8
10— 77,410	De Soto	52,759—	13
Total All Makes			
3,185,957		2,438,394	

For complete standing of all makes, see Page 15, this issue.

Returned Ships To Aid Supplies

10% Gallonage Cut Lifted; Night Closing Left Up to Individuals

On Dealer Front

Cargile predicts heavy buying surge ..... Page 3
Service campaign opened in Utah 16
Defense first, repair parts next.. 2

NEW YORK.—With all gasoline restrictions lifted Thursday by Petroleum Coordinator Harold Ickes, Eastern Seaboard dealers expressed confidence that a major deterrent to car sales has been removed. The restrictions, imposed in August, have been the center of controversy for many weeks.

In lifting the 10 percent reduction in gasoline supplies, along with the night and Sunday curfews for fuel stations, Ickes announced that the British were returning 40 oil tankers borrowed last summer from the United States. It was this transfer of ships, to aid the carrying of fuel to RAF bases while Hitler was exacting a heavy toll in Atlantic shipping, that prompted the federal restrictions on the Eastern Seaboard.

"The bad outlook of the summer has been overcome," Ickes said as he declared an end to the petroleum emergency.

The British were able to release the tankers, he reported, because of the greatly diminished sinkings in the battle of the Atlantic.

Ickes withdrew the curfew as of Thursday night and recommended to Priorities Director Donald M. Nelson that his rationing order be lifted forthwith. Nelson subsequently said that he would revoke

(See FUEL, Page 14, Col. 3)

Rogers Warns Of Shortage in Truck Transport

WASHINGTON.—A warning that the country is facing a possible truck transportation shortage, due to rapidly increasing demands for service, and an appeal to shippers for cooperation was made last week by John L. Rogers, chairman of the Central Motor Transportation Committee, in a report to Ralph Budd, commissioner of transportation.

"It is vital," Rogers said, "not only in the interest of prompt movement of national defense material, but also to insure a steady flow of civilian merchandise, that shippers and receivers of motor truck freight give careful thought and attention to ways and means of obtaining maximum use of existing motor trucks."

Rogers recommended that shippers and receivers increase their loading and receiving facilities, if necessary to speed the loading and unloading of shipments; cooperate with trucking concerns in scheduling shipments so that loading docks will not be congested; and stop the practice of using trucks for storage purposes.

The Central Motor Transporta-

(Continued on Page 13, Col. 1)

Exports of Automotive Products Up 44% in August

Passenger Car Exports Drop In Number, but Rise in Value

WASHINGTON.—U. S. exports of automotive products were valued at $29,111,679 in August, 1941, highest August valuation since 1929, and an increase of 44 percent over the $20,137,189 shipped in July and 68 percent above the $17,311,906 in August, 1940, according to the U. S. department of commerce. Increase was accounted for in shipments of all automotive products with the exception of brake lining, clutch facing, second-hand trucks and motorboats.

Exports of passenger cars decreased in number but increased in value to 6,439 units valued at $4,701,657 from 6.833 at $4,569,996 in July. Sales to overseas markets by price classifications were as follows, with figures for July in parenthesis: 4,839 (5,934) units valued at not over $850; 1,479 (820) at $850 to $1,200; 92 (71) at $1,200 to $2,000; and 29 (8) at over $2,000.

Truck shipments reached a high for the year, totaling 13,857 units valued at $10,600,526, as compared with 5,954 at $5,161,654 in July. Exports in all capacity categories increased over the previous month as follows: 1,813 (520) under 1 ton capacity; 9,720 (4,037) 1 to 1½ ton; 1,502 (961) 1½ to 2½ ton; 72 (44) over 2½ ton diesel and semi-diesel; 737 (389) over 2½ ton gasoline; and 13 (3) bus chassis.

Miscellaneous automotive items worth $13,809,496 were shipped overseas as compared with $10,405,539 in July and $11,181,290 in August of last year. Noteworthy increases over July were shown in exports of the following products: parts and engines for assembly $5,401,346 ($4,181,803); parts and engines for replacement $3,963,291 ($3,209,762); accessories $538,996 ($430,876); 334 trailers at $254,544 (131 units at $79,359); garage equipment $482,190 ($370,397); 1,511 motorcycles at $522,834 (206 units at $58,086); motorcycle parts and accessories $140,401 (43,945); and marine engines $2,296,817 ($1,728,604).

Exports of automotive products totaled $228,119,862 in the first 8 months of 1941, an increase of 29 percent over the $176,843,339 shipped in the same period of last year. Cumulative shipments included 56,401 passenger cars valued at $39,881,068; 83,054 trucks at $78,915,967; and miscellaneous automotive products worth $109,322,827. These figures compare with 63,124 passenger cars at $38,786,986; 70,637 trucks at $57,173,378; and miscellaneous items at $80,382,975.

Supreme Court Gives GM Time For an Appeal

WASHINGTON. — General Motors Corp. and three wholly-owned subsidiaries were granted by the Supreme Court last week a request to withhold temporarily an order previously issued refusing to review a decision holding the concerns guilty of violating the Sherman Anti-Trust Law in connection with automobile financing.

The delay in notifying a lower court of the Supreme Court's action was sought until a petition for rehearing could be filed. The companies automatically have 25 days from Oct. 13 to seek reconsideration.

The High Court refused to review a decision upholding a Federal Trade Commission order directing the Ford Motor Co. to stop alleged "misleading" advertising concerning a "6 percent plan" for financing the purchase of an automobile.

The commission said the "6 percent plan" was first announced by General Motors in 1935 and was adopted in principle by the other leading companies. The Supreme Court refused last Jan. 20 to review a decision upholding a commission order against General Motors.

Union Contract Signed For Chrysler Tank Plant

DETROIT.—The Chrysler Corp. signed a contract last week with Local 833 of the United Automobile Workers (CIO) covering production and maintenance men, with certain exceptions, in the Detroit tank arsenal operated by Chrysler.

The contract, covering 7,200 employes, on the whole maintains the wage level of the automobile industry.

Dodge Dealers Elect

PHILADELPHIA. — James F. Hollywood has been elected president of the Dodge Dealers' Assn. of Philadelphia. Other officers named to serve for the coming year are: Vice-president, John H. Gardner; secretary, W. L. Gardner, and treasurer, Raymond P. Scott.

Used Car Sales In San Antonio Drop 50 Percent

SAN ANTONIO, Tex.—Used car sales for September, as reported by the members of the San Antonio Automobile Trade Assn., clearly reflected the low stocks of dealers, as well as the sharp drop in sales—a drop of nearly 50 percent from those for August. The report follows:

There were 1,191 cars on hand at the start of the month, with sales for September totaling 1,087 units, for a unit turnover of 91 percent, as compared with 127 percent for August; a total value of $311,645, a turnover value of 91 percent against 126 percent for the preceding month, and an average value of $287 against $316.

There were 889 cars on hand at the end of the month with a total value of $320,066, and an average value of $360, against $294 for August.

With new car sales for September down, little improvement in the used car situation is anticipated for October.

For a fresh automotive viewpoint, read George M. Slocum's "A Word in Edgewise."

News Roundup . . .

FUEL—Ending a long controversy, Petroleum Coordinator Ickes last week lifted all restrictions on gasoline in the Eastern Seaboard states. Return of oil tankers borrowed by the British, plus increased rail and pipeline shipments, permitted the return to normal operations in the East, Ickes said. See story on page 1.

COPPER—OPM prohibited the use of copper on civilian products, the automotive ones including garage and automotive repair equipment, headlights, heaters, hardware, trim, moulding, paint, etc. Car radiators were exempted, but the OPM order was considered a prelude to a complete ban on all bright work, which is expected momentarily. See story on page 1.

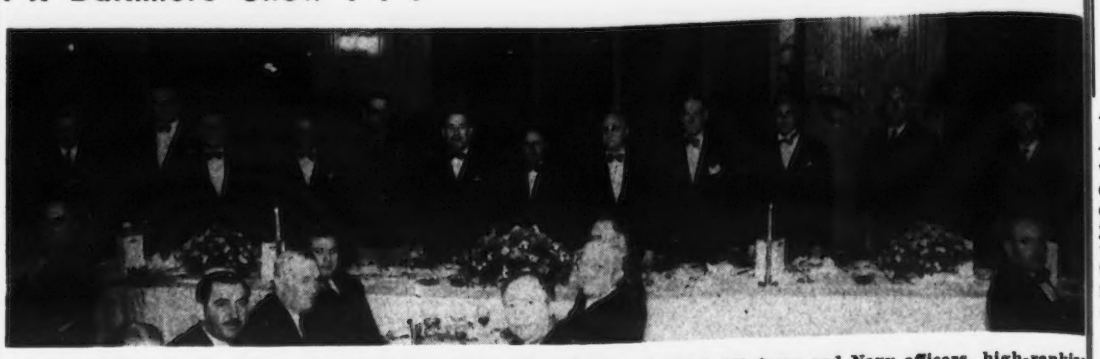
TRUCKS—Production of light trucks (under 1½ tons) was curtailed 29 percent for December, OPM revealing that 22,000 units may be made in December, if materials are available. The overall reduction for the August-December period is 14 percent. See story on page 7.

PRICES—Indications are that the U. S. price-control bill, now in Congress, will be ready for consideration this week. Canada's ceilings on both prices and wages (see story on page 1) lent support to congressional leaders who want wages included in the present measure.

SALES—L. Clare Cargile, president of NADA, told New Jersey dealers that a new-car buying surge is on the way; see story on page 3. October retail car sales show upturn in many areas, with both new and used car stocks low. See "Sales Trends" on page 5.

SERVICE—Utah dealers set aggressive program for added service business; Chevrolet dealers in Detroit launch service-promotion campaign. See stories on page 16.

At Baltimore Show . . .



HEAD TABLE at the Annual Baltimore Automobile Show dinner, at which 150 Army and Navy officers, high-ranking Maryland and Baltimore officials and members of the Automobile Trade Assn. of Maryland attended. Left to right, standing, are Col. H. J. Laws, head of the Motor Transport division of the United States Army; Cyrus P. McCormick, director of the Automotive division of OPM; U. S. Senator George Radcliffe; H. D. Shipley, treasurer of the Maryland dealers Assn.; Gen. Julian C. Hatcher, Commandant, ordnance training center; Gov. Herbert R. O'Conor of Maryland; C. Markland Kelly, president of the Maryland Assn.; Howard W. Jackson, mayor of Baltimore; Maj. Gen. Henry C. Pratt; Henry A. Weil, vice-president of the local association; Commander Phillip F. Hambsch, of the U. S. Navy, and Capt. Leroy Reinburg, commandant of the U. S. Coast Guard.

Cease and Desist Ruling Given on Ford Advertising

EDITOR'S NOTE: *The following Federal Trade Commission decision, rendered last week, refers to a charge made against the Ford company more than two years ago. Since that time Ford has quoted no such prices in its advertising, as the complaint charges, it is claimed.*

WASHINGTON. — The Federal Trade Commission last week ordered the Ford Motor Co. to cease and desist from misleading representations of prices in the sale of passenger motor vehicles. Commission findings are that the company, selling its cars through its authorized dealers at prices suggested by the Ford Motor Co., conducted a nationwide advertising campaign.

In its advertisements, the findings continue, it used illustrations or descriptions featuring large numerals designating the f.o.b. price of the car so illustrated or described. These figures, according to findings, were featured in such a way as to create the impression that fully-equipped cars so illustrated or described could be purchased complete and ready for operation at the f.o.b. or delivery point for the designated prices or at other and distant points for the designated prices, plus actual cost of transportation.

The cars so described or illustrated, according to findings, have not been the cars usually sold for the featured prices, such featured prices generally having been those charged for the respondent's less expensive cars. The cars so described or illustrated were not purchasable at retail for the prices emphasized in the advertisements or at the f.o.b. or delivery point named, or at the ultimate destination plus actual freight or transportation charges, without the payment of additional charges for added items, such as bumpers, bumper guards, spare tire, tube or tire lock, and other accessories constituting a complete car ready for operation and for sale at a designated point at a definite price.

In addition to these extra charges, the findings continue, charges to retail purchasers for items such as taxes, advertising, handling and conditioning frequently have been added. In some instances, where statements concerning these extra charges appear in the respondent's advertisements they have been printed in such fine type as to be almost totally obscured by the larger type or figures featuring the f.o.b. price.

The Commission order directs the Ford company to cease and desist from representing as the price of any passenger motor vehicle in any advertisement promoting retail sales, any price other than the true retail price at the place designated for sale of the car. According to the order, such retail price is to include all charges for any equipment or accessories illustrated or described in the advertisement or necessary for the operation of the car, or customarily included as standard equipment.

HERE'S A GENERAL view of the 1942-model exhibits at Baltimore's 37th annual automobile show in 5th Regiment Armory. Admission receipts showed a sizeable increase over 1941, and sales were reported as surprisingly high. The show also included a mammoth defense exhibit on another floor.

General Admissions Increase At Baltimore's Annual Show

Special to Automotive News

BALTIMORE.—While the sale of trade tickets to dealers and salesmen was off $510 compared with last year, general admissions to the 37th annual automobile show here showed an increase of $2,458, it is reported by John E. Raine, general manager of the Automobile Trade Assn. of Maryland and show manager.

The 1942 cars were displayed in 60,000 square feet of space on the main floor of the 5th Regiment Armory, while 53,000 square feet was devoted to defense exhibits on another floor.

In addition to issuing special automobile show editions, Baltimore newspapers were liberal with publicity with the result that interest in the 1942 models is being revived and dealers and salesmen are more encouraged.

"The public," said Raine, "visited the show with the idea in mind that every car would be constructed of plastics and substitute materials and utterly devoid of all trim, and I believe that the showing of our new cars has created confidence in the minds of the public that we still have a good product to sell.

"Our defense exhibit was the largest display of defense equipment," said Raine, "ever assembled under one roof, anywhere or at any time."

One hundred twenty soldiers, sailors, marines and Coast Guardsmen ate and slept in an exhibit of a modern mess hall and barracks, and during open show hours demonstrated the various war equipment.

During show week, a banquet was held attended by 150 guests, including Gov. Herbert R. O'Conor, OPM's Cyrus McCormick, NADA's President L. Clare Cargile, numerous Army and Navy officials, and political leaders.

Defense Is First, Repair Parts Next, McCormick Avers

BOSTON.—"If it comes to a question of allocations of material for national defense when rearmament is in full swing, the rating will be armament first, repair parts for cars next and new cars third," Cyrus McCormick, chief of the automobile section of OPA, told more than 400 New England dealers last week at a meeting in Hotel Somerset. He qualified that statement somewhat by saying that was his opinion based on talks at Washington.

The meeting was scheduled by Pres. Edward G. FitzHenry, of the Massachusetts State Automobile Dealers Assn., who presided.

McCormick started his talk by declaring that Leon Henderson, who has figured prominently in recent months at hearings in Washington, is really a good business man and he is not seeking to penalize any industry.

"In modern warfare civilians are as open to attack as the military," said McCormick. "The former must accept sacrifices. Price control is an instrument of defense if its aims and methods are fully understood. Unless a majority of business men assist in control of prices, inflation will overwhelm us.

"There is nothing in the OPA policy that will prohibit an automobile dealer or company making a fair profit. Nor that dealers should do business on a smaller margin of gross profit. If gross profit were doubled, it would doubtless contribute to inflation."

Save Your Album!

The Album of 1942 Cars included with this issue contains the only complete showing of Models, Specifications and Prices now available for reference and comparative purposes. **Extra copies** for office or salesmen's use will be supplied, while they last, at 50¢ each or 3 for $1, postpaid.

Dealers tell me

By John O. Munn

Dealers' or salesmen's comments, questions or requests may be addressed to John O. Munn in care of Automotive News, Detroit, and the writer's name will be kept in confidence if requested.

IT IS appropriate, in this Album issue of AUTOMOTIVE NEWS, filled with illustrations and descriptions of the 1942 models, to refrain from discussing the more weighty subjects of distribution, in order that we may enjoy to the fullest our enthusiasm for the wonderful job the manufacturers have once again accomplished.

Perhaps it would be acceptable to my readers if I were to convert the discussion to the inner-man—to eating. I have noticed as I have banqueted with automobile dealers in almost every state in the Union, that many of them are epicurean in regard to their food. I have shore-dinnered with them from Rockland, Me., to Sea Island, Ga. Claude Nolan, Cadillac-Pontiac dealer of Jacksonville, introduced me to Florida oysters by once insisting that we each order three dozen on the half-shell. After consuming his, he helped me out with mine, and wound up with a half-dozen broiled Florida lobster tails served with drawn butter.

* * *

Barbecue in Used Car Lot

I HAD the pleasure of enjoying a famous Southern barbecue with W. D. Sellers, dealer at Jackson, Miss. It was produced in a permanent barbecue pit in his used car lot and served in his maintenance department. I have enjoyed Wyoming lamb chops with Harold Symons, Buick dealer at Cheyenne.

The boys in St. Louis once got me to order two dozen frog legs. I didn't know St. Louis was famous for the jumbo variety, and I found that three of them would have been enough to cram a football player. * * *

Now Let's Talk About Cheese

MANY dealers are connoisseurs of cheese, and in my travels I have heard some of them worry about how they are going to replace imported cheese which they enjoy for midnight snacks or for dessert, instead of sweets, during this fall season.

Recently I attended a trade convention in Chicago and asked Archie Hirst, who is association manager of Madison, Wis. Archie can claim fame because he is also the manager of salvage yards owned and run by automobile dealers there. This yard has been in successful operation many years and pays dividends to dealers each year. So here was my man from Wisconsin, the cheese state. I asked him what he was going to do about it. Archie told me that he had anticipated the need and had helped organize the Dairyland Products Co. to distribute the famous varieties of Wisconsin's best cheese direct to the consumer by mail on a national basis.

* * *

Would Please Any Gourmet

TO BE sure that Archie wasn't over-enthusiastic I had him ship me prints of seven different varieties which I used to sample my friends, and even the chefs in famous eating places. All were enthusiastic about the product and claimed the quality would please any gourmet. This sampling has already resulted in a number of reorders for Archie.

Knowing my readers' food proclivities, and believing it is a patriotic act to promote the increased consumption and production of American products, and realizing furthermore that many dealers not only want to take care of their own needs but are thinking about Christmas gifts for friends, I recommend you write Archie Hirst, Madison Automotive Assn., 111 South Hamilton St., Madison, Wis.

* * *

Dress Up Service Dept.

MANY of you have followed the "Merchandising Service" talks which have recently been made by S. H. Parker, a Chevrolet dealer at Bellevue, Pa. Parker is the immediate past president of the Pennsylvania dealer association and has delivered his talk at many state conventions this fall.

Among other things Parker recommends is that a dealership should dress up the service department by putting up appropriate signs on the walls of the garage, the service office or waiting room. This will impress the owners who visit the institution, as well as influence his employes, as to the "new deal" in, and the importance of, the service department.

* * *

Wall Signs Now Available

PARKER made a number of suggestions regarding the text for such signs. This column, in order to save the expense of having such signs produced locally, has produced in cooperation with Parker, a series of eight service department wall signs. They are 11x17 inches in size, printed on heavy India tint paper in black. These signs carry no advertising whatsoever, and come carefully rolled in a tube. They are available at 10 cents each (stamps, coin or checks) to cover the packing and mailing charges. Address me care of AUTOMOTIVE NEWS, Detroit, and order by number. Texts of the signs are as follows:

1 Can you replace the car you are now driving? We recommend lubrication and road test every 1,000 miles.
2 Lubrication to us doesn't mean just the sale of oil or grease, but a means of helping our customers' cars to perform the best and to reduce their cost of operation.
3 FEEL SAFE—BE SAFE. Protect your car investment. Drive with peace of mind. Get scientific lubrication here. A specialized gun for every fitting. The correct lubricant for every need.
4 Your car should be safety tested every 5,000 miles. Let us road test your car today.
5 Prepare your car now to deliver many more miles later.
6 The quality of service you want at a price you're willing to pay. All work and parts guaranteed.
7 Working parts last longer with proper lubrication. Keep your car healthy and "rarin' to go."
8 To treat all customers fairly and to avoid raising service costs, we have discontinued loaning of cars while customers' cars are being repaired.

* * *

Old Dealers Reminisce

OLD dealers enjoy reminiscing. New dealers find experiences of operators during the first World War interesting. I am therefore printing a letter I recently received from A. B. Smith, Chevrolet dealer

(Continued on Page 18)

Today's Thought

IN a series of radio announcements recently, a Detroit dealer invited the public to see the 1942 "pleasure" cars on display in his showrooms.

Not only is the designation "pleasure" for passenger cars incorrect (surveys show 56 percent of all automobile travel is for business), but use of the word adds more fuel to the anti-automotive fire raging in Washington. "Pleasure" cars passed out in the last war; they've been passenger cars for 22 years. So why dig up an old cat?

Cargile Foresees Buying Surge

RECEIVING WORD that Hedy Lamarr and Marlene Dietrich were arriving to be guests of Comedian Bob Hope and the Hudson Motor Car Co. at the 26th Annual Pacific Auto Show at the Civic Auditorium in San Francisco last week, Tod Bates, general manager of the San Francisco Motor Car Dealers' Assn., and Glen C. Stater, Hudson distributor for Northern California, rushed to meet a United Air Lines plane from Los Angeles. The boys thought the stars had become airsick when Stewardess Ella Rohwedder carried them off the plane. The two "stars" turned out to be lifelike mannequins created by Katherine Stubergh, sculptress, and flown North for their premiere public presentation wearing gowns especially designed by I. Magnin Co. (Jerry Colonna says Hope will never know the difference.)

N. J. Dealers Elect Kramer; Warned Of Stiffer Curbs

ATLANTIC CITY.—A surge of car buying that will greatly exceed the supply was predicted by L. Clare Cargile, president of National Automobile Dealers Assn., while here to attend the 23rd annual convention of the New Jersey Automotive Trade Assn. last week.

Although stating that new taxes and installment regulations had made the public hold off temporarily, Cargile expressed belief that the public has since realized that the tax increase was "only nominal and that restrictions on installment selling make so little changes from ordinary practices that the ordinary buyer still is able to buy as he has been accustomed."

Used car stocks are getting low but prices are holding firm, according to the NADA head, who declared there had been no change of consequence during the last 90 days and there appeared no likelihood of inflation in the used car market on the basis of reports by thousands of dealers to national headquarters.

Dealers were advised by Cargile to project their business over a yearly period, making sufficient cars available each month to meet overhead expenses of their business. This, he said, will require storing of cars received in October and November until the spring buying season.

Stiffening in the near future of the Federal Reserve Board's "Regulation W" on installment selling of automobiles was forecast by Charles W. Bishop, general counsel of NADA, in an address before the New Jersey dealers.

Dealers were warned by Bishop to expect a more stringent curb requiring a larger down payment, somewhere between the present one-third and a proposed one-half figure, and with only 12 months allowed for financing the balance instead of the present 18 months. Bishop said he believed there will be no attempt to fix retail prices unless inflation develops.

Cautioning dealers against counting on published allotment figures of car production, William L. Mallon, NADA director from New Jersey and secretary of the state association, explained there is not a week when some manufacturer is not forced to interrupt production because of lack of some priority material.

Speaking on "He Profits Most Who Serves Best," Harry G. Moock, vice-president of Plymouth, declared that good service does not necessarily mean something for nothing. Rather, he said, it implies readiness to serve, provision of convenient facilities, courtesy, promptness, appreciation of patronage and understanding of the customer's viewpoint.

The New Jersey dealers expressed themselves in favor of Sunday closing, but were opposed to early weekday closing.

John M. Kramer, of Bayonne, was elected president of the association to succeed Andrew Lustbaum, of Long Branch. Other officers are: Vice-presidents, Clarence D. Prickett, of Woodbury, and Walter F. Conover, of Princeton; treasurer, William J. Rohrer, of Camden, and secretary, Mallon. Mallon also was reelected New Jersey representative to NADA.

Ohio Dealers Conclave Set For Toledo, December 3-4

COLUMBUS. — Members of the board of trustees of the Ohio Automobile Dealers Assn. meeting here have designated Dec. 3-4 as the dates for the eighth annual convention of the association which will be held at the Commodore Perry hotel in Toledo.

This has just been announced by Verna P. Conner, executive secretary of the organization who states that this will be the second time the association has held its convention in any city other than Columbus, last year's meeting having been held in Akron.

Plans are going forward she said for making the convention a most important gathering as many problems with which those engaged in the automobile business are confronted these days will be discussed.

All Floor Space Taken for Denver Automobile Show

DENVER. — A dinner meeting was held by the Denver Automobile Dealers Assn. last week at the Brown Palace hotel and drawings for space at the annual Denver Automobile Show to be held in the city auditorium Nov. 3-8 were held.

Secretary Tom Braden reports that all space is taken and this year's show, which will tie in with National Defense, promises to be the biggest in the history of the event. At the meeting Army and Navy representatives promised all possible aid in making the event a grand success.

United States servicemen present at the dinner were: Lt. J. R. McEldowney, Lt. Carl E. Rankin and Lt. Aubrey Cookman, all of Lowry Field; Capt. U. G. Moiser jr., of the U. S. Army Recruiting Service, and Ensign Leroy Cohn of the Navy Recruiting Service.

H. Gerald Sherman, McCarty-Sherman, Ford, has been selected as general chairman of the show. Other committee chairmen are: O. L. Davis jr., entertainment; Bernard Mahoney, finance and budget; Alston M. McCarty, publicity; Oscar Kelton, floor rules and floor space; E. Jack Beatty, decorations; C. E. Brokaw and Lou Cohan, advance tickets, and Leonard A. James, defense exhibits.

* * *

Akron Dealers Showing New Models

AKRON.—Beginning Monday, Oct. 27, and extending throughout the week, automobile distributors and dealers of the Akron area will observe "Akron Auto Fair and Service Week" by displaying newest models. The salesrooms of all dealers will be open throughout the day and until late at night to give the public full opportunity to see and compare the new 1942 models.

Special emphasis will be given this year to service departments, which also will be open for public inspection. Dealers realize that because of the curtailment in automobile production throughout the remainder of the 1942 automobile season, many motorists will retain their present cars and obtain more mileage from them than heretofore. For this reason most of the service departments have been expanded or have been modernized to take care of additional business.

Defense Group Laying Plans for Pittsburgh Show

PITTSBURGH. — (UTPS). — A "defense" committee has been named to correlate plans for exhibits of armaments at the Pittsburgh Automobile Show and Defense Exposition in Hunt Armory Nov. 8-15 and to confer with dealers on details of the event.

Committee members are Rosemary Casey of the Fight for Freedom Committee; Frederick C. McKee of the Committee to Defend America; Robert F. Roy of the United Fund, and Edmund C. Stone of the Civilian Defense Council.

The dealers' committee has two new members: Jack Stevens, Chevrolet and John P. Mooney, Packard, according to Lee Moran, president of the Pittsburgh Automobile Dealers Assn.

Exhibits at the show this year will include an Army training plane from the Graham School of Aviation and a "blitz buggy" which the American Bantam Car Co. of Butler has been producing for the Army.

Chris Sinsabaugh's sparkling "Sparks" column is read by the "wide-awake" in industry.

TYPICAL of the crowds which attended the anniversary celebration of B. B. Burns, Dodge-Plymouth dealer in Decatur, Ill. Burns has been in the retail end of automotive business for 25 years. The company is making a strong bid for extra service business in the community, and this photo shows part of the crowd which gave the dealership's modern service department the once-over.

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George M. Slocum, Publisher

Chris Sinsabaugh, Editor
Bernard J. Wemhoff, Managing Editor
Harry A. Williams, Associate Editor
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AUTOMOTIVE DEALER MAKER NEWS

OUR PLATFORM

1. *A continuing understanding between manufacturer and dealer, and fair profits for both.*
2. *An eventual profit for the dealer on every used vehicle handled.*
3. *Better dealer service and lubrication facilities operated at a profit.*
4. *No diversion of fuel taxes from their intended use in highway construction and maintenance.*
5. *No government bureaucracy control of the automotive industry.*

DETROIT, OCTOBER 27, 1941

We Televise the Show

THERE being no national show this fall, we bring the show to readers of AUTOMOTIVE NEWS in our annual "Album of American Automobiles for 1942," the second section of this issue. Its editorial contents television for you just how the new models look fore and aft and sideways; tables give you specifications and prices, while the text puts them under a microscope, as it were, and should convince you that, despite defense needs, this great industry of ours really has turned out better cars than those that have just gone off the market. Priorities have forced it to seek elsewhere for replacement material, and it is to the credit of our engineers that they have improved the breed without impairing the standard of performance and reliability, although, it must be confessed, these replacements have cost more than the materials that were formerly used.

Necessarily this and higher labor costs have forced up prices, but buyers of the 1942 product need not fear they are not getting their money's worth. Exteriorly, there will not be so much "bright work" after Jan. 1, but so far as body design is concerned it will be found that the designers have, as usual, shown progress because they were not handicapped by the war, the '42 designs having been well underway when the '41's were just coming on the market a year ago. An outstanding mechanical trend has been in the adoption of automatic drives by five companies which did not have them in '41, bringing the total of those using automatic drives up to nine, or more than half of the industry's 17 makes.

Labor Not Looking Before It Leaps

WESTBROOK PEGLER, columnist who is regarded as union labor's "No. 1 enemy" because of his calling a spade a spade in discussing its weaknesses and its trickery, contends that union chiefs are not leaders of labor but politicians and bosses. In view of the harassments of labor at a time when Uncle Sam is spending billions for defense, we are inclined to agree with the man with the vitriolic pen. At a time when labor should be just as patriotic and as sacrificing as the $21-a-month draftee, it seemingly is trying its best to slow down the defense program; in fact, it is succeeding, much to the delight of Herr Hitler. Take the case of the shipyards strikes, and the "wildcat" strikes at the Great Lakes Steel plants, for instance. Sabotage is a strong word to use, but it seems to fit in this case.

Another example of labor not looking before it leaps is found in the case of the strike of Midland Steel in Cleveland, maker of frames for several of the automobile manufacturers. This strike, just ended, stopped production at both Hudson and Studebaker, through no differences of opinion between the unions and the car makers. In the case of Studebaker this enforced idleness cost its passenger car production workers nearly $500,000 in lost wages. This lost time hardly can be made up because later on there may not be sufficient material for all the production that is desired.

--a word in EDGEWISE

by George M. Slocum

NO PRIORITIES IN ENGLAND? The so-called "small business man" had an inning before a special congressional committee in Columbus last Wednesday and I am indebted to the *Cleveland Press* for this report and the photograph of the page from the *British Export Gazette* of August, 1941, which appears to the right of this column. Charges were made at this meeting that the British are offering "all kinds of material" for export while business men in Ohio and throughout the Midwest are being ruined by the refusal of federal authorities to give them priority ratings. To the 350 "small" business men from every part of Ohio in attendance, Clarence E. Karst, representing a Cincinnati specialty concern, said: **"If the necessity for defense is as severe as we are told, and the British have all the material they need to sell, why is it that small business men in this country cannot get some of it?"**

* * *

He then went on to show advertisements from recent issues of the British trade papers which offered for export sale such items as paper and rubber insulated cable and wires, electric meters, overhead equipment for railways, copper and aluminum wires, strands, sheets and sections. His firm, the Brunhoff Mfg. Co., has just ordered five cars of steel from the British "on the strength of these advertisements." At which point, the report continues, "he was vigorously applauded." "We are being invited by the British to send for all kinds of material, tin plate, machine tools, wire and everything else that we in small businesses in this country cannot get," he said. Turning to a previous speaker who had deplored the inability of the refrigeration industry to secure needed supplies, Mr. Karst waved copies of the British advertisements and said, "Why don't you fellows write to these people—they can sell you anything you want." He echoed demands of others who spoke for a congressional investigation of the priorities program.

* * *

James G. Daly, Columbus, representing the United Commercial Travelers, followed Mr. Karst with the charge that a businessman in South America recently advised him that he had already received a delivery of steel from a mill in Birmingham, England—steel which American producers could not supply under the priorities program. "One by one, representatives of firms manufacturing everything from wire nose rings for hogs to milk crates, padlocks, refrigerators, shoe cutting dies, castings, well-drilling equipment and farm implements, related their woes to an attentive committee and a sympathetic gallery."

* * *

These stories and rumors of British competition in foreign and perhaps our own market, at a time when the small businessmen in this country are being penalized to a greater extent than ever before in this country's history do not make pleasant reading. Continually these days we are regaled with similar stories which most of us, I believe, hesitate to repeat unless we know they are founded on facts. I, for one, have hesitated about mentioning them in this column but when they are brought to light before a responsible investigating committee and are reported, accompanied by photographic evidence, by a leading American newspaper, I believe the more publicity they can be given, the better. That is what a free press in a democracy stands for.

* * *

It is one thing to be tolerant of the mistakes which come from red tape and bungling bureaucracies. We all know that "haste makes waste." The average good American is ready to make allowances and basically believes "my country—may she always be right, but right or wrong—my country." But when we Americans subscribe to an all-out endeavor which affects the lives and the living conditions of every member of our families and threatens to change the whole course of our future business and domestic life, it is high time that all the cards are brought out from under the table; that we cut out the double-talk and decide on a diet of cold turkey! — G.M.S.

—Courtesy Cleveland Pr

Britain Has These to Sell

The above page, reproduced from the British Export Gazette of August, 1941, shows export offerings of locomotive boilers, lathes, drafting machines and brass-lined pumps. (See "Word in Edgewise" in adjoining column).

In This Corner

'Some Improvement . . . .'

The views expressed in this column are those of our readers. Anonymous contributions will not be accepted but confidence will be observed upon request.

St. Louis

The 1942 model sales are starting off rather slowly, but are beginning to show some signs of improvement. The dealers feel that there are three important factors that have had a bearing on the demand in the weeks since the introduction of the '42 models.

First, the number of normal fall buyers who purchased last spring and summer.

Second, the impact of higher prices and higher taxes.

Third, fear on the part of the public, that the 1942 models would not be of the same quality as in the past.

There will certainly be enough new car purchasers in the classification of replacements to take care of the present and proposed production. The public is becoming accustomed to higher prices since the prices for all commodities, salaries, wages, etc., are increasing. The last objection is one that must be met by dealers sales organizations. A real opportunity is offered to present and sell high quality on the cars currently being produced.—St. Louis.

PRIORITY

Steel output soars to all-time highs,
New plants begin to pour their wares
Into Defense and 'cross the sea
As Industry its life-blood shares.
With modern ingenuity
It meets each problem it must face,
Enlarging here, expanding there
To keep abreast of any pace.

No worry there, one feels at once,
With able men to guide our path.
They know the need, they know the way
To beat a wild-eyed conqu'ror's wrath.

But then pipes up another voice
To cry that things like this can't be,
That men who built our industry
Must yield now all authority.
For Comrade Leon rules the roost
And wiser men must hear him howl,
And bow to known Red theories
Or face reprisal in his scowl.
—"Web" in "Wake of the News" Column, Chicago Tribune.

Coming Events

OCTOBER

27-30—New York. Annual convention of American Trucking Assns.

30-Nov. 1—Los Angeles. (Biltmore Hotel) SAE National Aircraft Production Meeting.

30-Nov. 2—Fresno (Calif.) Annual San Joaquin Valley Automobile Show.

NOVEMBER

3- 7—San Francisco (Palace, St. Francis). Annual meeting of American Petroleum Institute.

3- 8—Denver. (City Auditorium). Annual Automobile Show.

12-15—White Sulphur Springs, W. Va. Annual convention of American Automobile Assn.

13-14—Cleveland (Statler). SAE national transportation and maintenance meeting.

JANUARY

8—Gilmore Grand Canyon Economy Run.

12-16—Detroit. (Book - Cadillac). SAE annual meeting and engineering display.

20-21—Chicago (Palmer House). National Automobile Dealers convention.

Motor Shares Holding Up Well on Wall Street

Definite Output Schedules Give Investors Clear Picture

By Dana Stuart
Wall St. Correspondent

NEW YORK.—The automotive stocks did very well by themselves in the most recent sinking spell in the stock markets. They held their own, performing better than the remainder of the list. This was open to several interpretations.

In the first place, it was pointed out by commentators that the shares of automotive companies perhaps had gone further in discounting effects of the transition from civilian to military goods than some other industries. The automobile industry, it was pointed out, for some time has been in the position of having its civilian production established by government agencies for several months in advance.

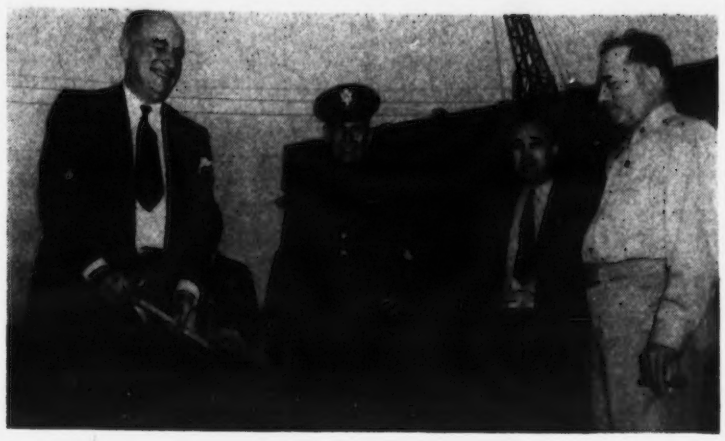
In no other industry were the effects of the defense program more clearly dramatized than in the motor. So it was that the securities of this industry were among the first to give ground. It was perfectly clear from the first that the automobile and parts makers could not hope to immediately offset by defense production the curtailment that was being ordered in civilian automobiles.

Although such hard and fast quotas are not being established for many other industries, many of them now are beginning to have their production reduced by factors just as powerful as government agencies. They are finding it impossible to obtain the raw materials necessary to carry on their ordinary operations. If they are obtaining defense orders, they will help offset profit losses when they get going, but in the meantime they are being hard hit. And if they have no defense orders they are, in many instances, confronted with serious dislocations. Many plants face the necessity of having to close entirely unless they can get defense business and all of them are not in a position to handle it if they could get it.

So, from the viewpoint of investors in the automotive industry, perhaps it is just as well that outright curtailment of production by government agencies early in the game was a good thing. It gave their companies an immediate picture of what confronted them and enabled them to proceed to meet the situation, and the automobile industry has built itself to its present leadership by its ability to meet new situations.

STOCK PRICE AVERAGES

	Previous Period	Latest Period	Change	Year Ago
24 motors	27.93	27.93	.....	34.18
10 car-truck co.'s	28.24	28.24	.....	35.84
10 parts-access.	26.21	26.21	.....	27.51
4 tire-rubbers	19.28	19.28	.....	16.65



RAIN DIDN'T stop Bill O'Neil, president of General Tire and Rubber Co., from performing his duties of officially breaking ground at the ordnance plant which his company is to operate at Flora, Miss. He is shown above with Brig. Gen. Brehon B. Somervell, chief of construction for the Army Quartermaster Corps. O'Neil and Gen. Somervell were the principal speakers at the ground-breaking ceremonies and at a banquet given by the Jackson (Miss.) chamber of commerce.

Ford and Willys To Collaborate on Army Jeep Cars

DETROIT.—In the first step in the plan to standardize Army equipment as much as possible, the War department announced last week that an agreement had been reached between the Ford Motor Co. and Willys-Overland Co. whereby both manufacturers will turn out identical models of the Army "Jeep" cars.

The plan calls for Ford to turn out the light reconnaissance car in the Rouge plant that Willys is now in production on at its Toledo plant. Willys will furnish complete drawings, licenses, patents and other information to Ford without cost.

This is considered the first of many similar combinations of automobile manufacturers' facilities for speeding other government defense projects in the future.

Price Barriers Lowered to Aid Small Business

WASHINGTON.—New steps to aid small business by spreading defense orders as widely as possible were announced last week by the Army Quartermaster Corps.

To carry out the program, the War Department said, prices will no longer be the dominating factor in making awards.

Awards to a single bidder will be limited. Awards will be made to as many regions, and to as many suppliers in each region, as is possible.

"In the matter of prices," the department announced, "the quartermaster-general recognizes that a wide distribution of defense orders will entail increased costs, since small plants may be unfamiliar with and inadequately equipped to produce quartermaster items.

"Within reasonable limits, depending on circumstances surrounding individual procurement orders, bid prices will not always govern the award of contracts. Direct negotiations will be made with bidders in a particular region where it is desired to make awards, when the bid prices are considered too high. Every reasonable effort will be made to induce such bidders to accept a stated quantity at what is considered a fair price to them."

Quartermaster procurement district headquarters to be used as the basis for regional distribution of awards are located in Boston, New York, Philadelphia, Atlanta, Jeffersonville, Ind.; Chicago, St. Louis, San Antonio and San Francisco.

The Whistling Gas Tank Fill Signal
No Dribble . . . No Blowback
No Spill
Scully VENTALARM
88 First Street, Cambridge, Mass.

How many miles in tomorrow's gas tank?

GASOLINE has the highest energy content per pound of all known liquids suitable for running an automobile. If all the energy in a single gallon could be utilized, it would run a car for hundreds of miles.

Rapid as progress in engine design has been, today's most efficient engines can at best use only a small portion of gasoline's potential power. The problem of converting more of gasoline's energy into mileage and performance is considered by the engineers of the automotive and petroleum industries as both a challenge and an opportunity.

Putting more miles in tomorrow's gas tank is by no means a matter of engine design alone. As engines are made more efficient, the conditions under which fuel combustion takes place become correspondingly more severe. Combustion control under higher pressures and temperatures imposes new requirements on fuels.

While Ethyl is not directly engaged in either the refining of fuels or the manufacture of engines, our business of making "gasoline additives" for the control of combustion takes us far into both fields.

Ethyl research workers in Detroit and San Bernardino have joined forces with automotive and petroleum engineers in their efforts to make the engines of automobiles, trucks, buses, tractors and airplanes do more work for each gallon of gasoline and for every pound of metal used in their construction. They are helping to solve the many complex problems involved—problems of engine design, engine parts and materials, fuels and lubricants.

To technologists in every field of automotive development and use we extend an invitation to avail themselves of our research and service facilities and our constantly growing file of technical information.

ETHYL
REG. TRADE MARK
ETHYL GASOLINE CORPORATION
Chrysler Bldg., New York, N. Y.

Atlanta:

Credit Curb, War Status Paint Poor Sales Picture

By J. H. Reed
Staff Correspondent

ATLANTA, (UTPS).—With new model showings now out of the way, Atlanta automobile dealers are disappointed at the present demand. Little real interest is being shown by the public and sales are few and far between.

Although showings were well attended, the crowd was principally just looking around, and now the time has come to pin them down with the name on the dotted line, the public just doesn't seem quite willing to take a chance on buying.

One reason for this, dealers say, is the new restriction of credit to 18 months. The Atlanta public has become accustomed to buying automobiles on a 24-months basis, and can't seem to bring itself around to signing up on an 18-months one. Dealers, however, expect this to wear off when the public realizes that the government means business and cars can be secured on no other terms.

Another factor is the war situation. People are hanging onto their money and not spending it for much of anything right at present. If and when we do get into the war, dealers say, whether with Japan or the Axis powers, the tension will be relieved and buying will probably be resumed.

In any event, they look for gradually improving conditions, with a more normal business in November and December.

New cars are being received in limited numbers, and used car stocks are very low—the lowest they have been in years—dealers report. With so few new cars on hand and coming in, dealers expect used cars to remain at low levels during the coming months.

Collections, however, are reported to be holding up well, and when the public starts buying again, the entire industry will be on a better basis, some dealers believe. The dealer, having fewer cars to sell and not, as sometimes in the past, "pushed" by the manufacturer, can select his customers from those with a good credit rating; he can dispose of used cars more readily, and everything will be safer and saner.

But it is no secret that the automobile dealer does wish John J. Public would get over the scare which new taxes and the war have given him, and start buying again.

San Antonio:

Sales Market Sluggish; Low Price Cars Best

SAN ANTONIO, Tex.—New car sales continue sluggish, due, to some extent, to slow deliveries. Cars in the low-priced brackets are selling best, although sales of Buicks and Cadillacs are holding up well, everything considered. Cars in the medium-priced group are slow.

Stocks, generally, are low. New car sales are approximately 50 percent of those for the same period last year.

Used car stocks are low, and sales have been curbed accordingly. Sales of late models are best, and prices are much better than six months ago.

Sales of new and used trucks are slightly better than new and used cars, comparatively speaking, and such sales could be improved with better factory shipments.

All sales operations are approximately 50 percent of those for last year.

September sales were 58.2 percent below those for August, and 40.1 percent lower than for September, 1940.

Despite this slump, however, total sales for the first nine months of the year were 32.3 percent above those for the same period in 1940.

Commercial car registrations for the same period were 30.4 percent above the same period for 1940, but the month of September showed a decline in sales of 30.4 percent from those for August, and 3.4 percent under those for a year ago.

St. Louis:

New Car Sales Fall Below 1940; Truck Sales Rise

ST. LOUIS.—New car registrations for St. Louis and adjacent St. Louis county reached 1,267 during September and this total represents a loss of 200 for the same period during 1940. However, total new car registrations for 1941 from Jan. 1 to Oct. 1 total 36,999 or 6,372 more than during the same period last year.

Production curtailment is believed to have been the cause for the dropping off in sales. In the new car field Chevrolet, during September, held first place with 310 sales, with Ford second with 224, Plymouth third with 167 and Buick fourth with 68.

In the truck field new registrations for September of 261 units represent a gain of 13 over the same month last year. The totals for the year since Jan. 1 are 3,942 or 590 more than during the same period in 1940.

National defense contracts are believed to be the cause for the continued increase in truck sales. Chevrolet and Ford are tied for first place with 66 each, International has undisputed possession of second place with 40, GMC is in third place with 25 and Dodge follows with 22.

September Sales of Cars, Trucks Hit 172,674 Units

DETROIT.—Retail sales of new passenger cars and trucks in the United States during September totaled 172,674 units, including 111,536 passenger cars and 61,138 commercial vehicles, according to Automobile Manufacturers Assn.

Retail sales in September, 1940, were 158,083 passenger cars and 37,045 commercial vehicles.

1940	Cars	Trucks	Cars Trucks Comb'd
9 mos. 1940	2,483,799	461,188	2,944,967
Sept.	158,083	37,045	195,128
Oct.	326,097	53,652	379,749
Nov.	334,536	56,995	391,531
Dec.	319,187	60,550	379,737
Year 1940	3,463,599	632,385	4,095,984
Jan. 1941	303,564	68,154	371,718
Feb.	345,455	74,654	420,109
Mar.	449,551	76,508	526,059
Apr.	483,116	74,577	557,693
May	524,365	85,048	609,413
June	442,131	85,017	527,148
July	357,191	85,938	443,129
Aug.*	194,567	73,065	267,632
Sept.	111,536	61,138	172,674
9 mos. 1941	3,211,476	684,099	3,895,675

*Revised.

Dealer Sales Picture

In an attempt to answer questions of its readers, AUTOMOTIVE NEWS on this page presents—and will present each week hereafter—reports on the sale and merchandising of new and used cars and trucks as gathered by AUTOMOTIVE NEWS correspondents throughout the country.

These are some of the questions to be covered: How are new cars selling? Are low, medium or high-priced units selling best? Why? What are conditions of stocks? How are used cars selling? Which models are selling best? Why? What are conditions of stocks? What's the situation on new and used trucks? Are dealers getting their full markup? How are they merchandising service, used cars, etc.?

Portland:

Sales Market Listed As Fair; Stocks Are Low

PORTLAND, Ore. — Selling of used cars in general in Portland trade area, according to officers of Portland Used Car Dealers' Assn., is listed as "fair." Both the medium and late models are the favorite among the buyers.

While there is a distinctly better income among working people, dealers do not have much of a selection in late models. Stocks are low.

Used trucks are very scarce and the low supply was snapped up early this spring.

Cars are being reconditioned as rapidly as possible, and with brief advertising are quickly disposed of.

All concerns report getting full gross profits.

In their used car operations reputable dealers in the Portland area appreciate that the supply and demand will be much further apart after the first of the year, than at present, which slows up new sales considerably.

Springfield:

New Car Sales Continue Good

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Sales organizations are being held together by most dealers, although there have been one or two instances where salesmen have been let out on the basis of the outlook. At least one dealer, however, has been adding salesmen.

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Special to Automotive News

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Little Promotion Efforts Bring Slow Sales Pace

By Bethune Jones
Staff Correspondent

NEW YORK.—Greater promotional efforts than had originally been anticipated may be necessary to bring sales of new 1942 automobiles up to expectations, according to opinion expressed in dealer circles here. No general rush for the new models has developed, it is reported, despite the fact that 1941 models were so well cleaned out.

Factors cited by dealers as contributing to the disappointing response to the new models include high prices; some lack of confidence in the quality of the new cars, because of the much heralded use of substitute materials; and the fact that dealers have been offering only moderate trade-in allowances in the belief that they will be able to sell all cars available for the 1942 model year without too much difficulty.

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Million Light-Truck Users Are Penalized

Truckin'

Al Struble V-Ped
Another X Reolte
Memory Lane
The Exodus

by Jack Weed

ANOTHER ex-Reo man has hit vice-president row. The newest entry into the title rank is Al (Red) Struble who was recently made V-P in charge of sales at Fruehauf Trailer. Al is a fighter who knows and loves this truck business. All during his truck sales life he has made a study of how to make it easier for truck salesmen to learn how to fit the truck to the job. In my desk as I write this, is a patented slide rule for quickly figuring truck ability that is a product of his fertile brain. It is so simple that even I can operate it, yet it makes any truck salesman an experienced engineer on the job as far as figuring what engine should go in which chassis, in order that the truck can efficiently haul its rated load over specified roads and grades.

Jack Weed

* * *

FIRST of the ex-Reoite clan around these diggings to slip into the V-P toga was Forest Akers who V-Ped at Dodge Brothers a couple of years ago. He received part of his early sales training under the masterful direction of famous Bob Reuschaw who made the Speed Wagon the world's largest volume truck after overtaking the "yaller Republic's with the whipping driveshafts." Bob Reuschaw was the man who said of his old company when it brought out the Royale passenger car, "Reminds me of seeing a farmer all dressed up in a full dress suit but with a green tie and manure-covered high top boots going to a full-dress party. The Reo dealer organization isn't tuned to the social level of a car in that class." Time proved him right—but Bob didn't stay on this earth long enough to see the company he helped make great, pass out of the passenger car picture.

* * *

ANOTHER of the Reo graduates who are in the limelight in Detroit automotive circles, is our next door neighbor, George Eversman, a former Speed Wagon advertising manager who is now ac-

(See TRUCKIN', Page 9, Col. 1)

Truck Top Ten

First Ten in Registrations Reported in Automotive News Today:

1941 Pos.	Make	1941	1940	1940 Pos.
1—	Chevrolet	168,752	136,567	—1
2—	Ford	140,830	113,173	—2
3—	I'national	73,449	55,935	3
4—	Dodge	47,687	41,133	—4
5—	G.M.C.	34,777	28,060	—5
6—	Plymouth	7,255	7,388	—6
7—	Mack	7,147	5,260	—7
8—	White	7,101	4,556	—9
9—	Diamond T	4,692	4,649	—8
10—	Studebaker	3,762	899	—15
	Total All Makes	506,916	406,497	

These figures do NOT include government deliveries.

Operators Urged To Pool Trucks For Emergency

British Conditions Cited As Need for Action By Haulers

By James T. Sullivan
Staff Correspondent

BOSTON. — "Let truck operators take advantage of an opportunity to do the job themselves. Fail and the federal government will write the ticket. And that would mean commandeering of vehicles."

That was the urgent statement of Frederick C. Horner, assistant to Alfred P. Sloan, chairman of the board of General Motors Corp., made at the annual dinner of the Motor Truck Club of Massachusetts.

Horner is a member of the National Defense Committee transportation division and he was speaking from experience, having recently returned from England where he was sent to study the transportation system. There he found that the trucking industry was operating under serious handicaps, so now he is advising the truck operators to busy themselves so they will have something to say about future activities in connection with national defense.

He told of the difficulty due to congestion because the bulk of supplies must go through Bristol, Liverpool and Glascow. And how woefully short England is of motor trucks and equipment due to legislation passed in 1933 by the powerful support of the railroads which resulted in freezing motor truck transportation. The law provides for licenses and it puts a limit to the number of trucks each operator may own. And to get authority to acquire others is difficult.

"The truck industry of the United States should begin immediately to plan for any emergency and consider possibilities of traffic pools. That is my advice based on what I learned abroad," Horner declared. "It is a repetition of what was volunteered in every authoritative English quarter, 'Don't wait until the pressure is on; don't wait until the blitz is upon you; plan

(Continued on Page 10, Col. 1)

Survey Shows Stocks of Used Trucks Down

DETROIT. — With truck purchases holding up to practically the same rate as last year (contrasted to the dropping off of passenger car sales) and with used truck stocks reported generally as being under normal, it looks as though dealers can use this period to develop a profitable truck sales operation and to train their salesmen to actually sell transportation instead of trading cabs and chassis for junkyard monuments.

During the last two weeks AUTOMOTIVE NEWS has conducted a nationwide used-truck survey through its correspondents and finds that used truck stocks across the nation are from 30 to 50 percent under normal with the only slow-movers being half-ton panels and the heavy jobs of 3 tons capacity and up.

Here are excerpts from several reports:

Atlanta—Used truck stocks down

(See SURVEY, Page 13, Col. 1)

Automotive News Cartoon by Ogg Fitzgerald

Hauling Food Is Essential, TOO

2,000 Operators Expected To Jam ATA Session Today

WASHINGTON.—The eighth annual convention of the American Trucking Assns., to be held in New York City Oct. 27-30 will be the largest and most important yet held, ATA officials declare, with 2,000 operators expected to attend the conclave and Roadeo. Convention headquarters will be at the Pennsylvania hotel.

Address of welcome at the general opening session Oct. 27 will be by Newbold Morris, City Council president. Thomas H. MacDonald, commissioner, Public Roads Administration, will also address this session. Awards in the ATA fleet safety contest will be presented by Carroll E. Mealey, New York state motor vehicle commissioner. On Monday also, a luncheon will be addressed by Harry W. Flannery, CBS correspondent just returned from Berlin.

Preliminary examinations and tests in the Roadeo, or truck driving championship contest, will be held Monday, Tuesday and Wednesday at Belmont Park race track, Long Island. The grand finals will be held in Madison Square Garden, beginning at 8:30 p.m. Wednesday.

The convention will get to work early on Tuesday morning with a breakfast meeting at 7:45 a.m. Principal committee meetings will be carrier classifications under the chairmanship of Leland James, of Portland, Ore.; national safety committee, Robert K. Carter, Richmond, Va., chairman; automobile transporters, Walter F. Carey, Pontiac, Mich., chairman.

The cartage carrier and contract carrier committees will also meet under the chairmanships, respec-

(Continued on Page 9, Col. 1)

68% of 1941 Farm Truck Tonnage Has No Priority

59 Pct. of All Wholesale Foodstuffs Carried in Ton-or-Less Units

DETROIT.—A recent truck survey, conducted nationally by an experienced agency, reveals that of all 1941 trucks purchased, the farmer is by overwhelming majority the largest buyer of half-ton pick-ups. Farmer purchases of this type of truck were 40.89 percent of the total purchases, followed by two other essential transportation vocations, building supply dealers buying 12.29 percent of the year's output and food merchants and suppliers closely following with 11.66 percent.

In the purchase of panel half-ton trucks, food dealers and suppliers were equally disportionate in their selection with 46.33 percent of the year's output going to these haulers of essential products and with light package delivery coming in a poor second with only 13.98 percent. Farmers, mostly poultry and egg producers, bought 3.85 percent of the panel trucks and stand seventh in the list of vocational purchasers of the panel half-ton jobs.

This survey seems to definitely substantiate the thinking of the truck industry that OPM is penalizing the largest single group of essential-transportation-need truck owners in limiting the production

(Continued on Page 11, Col. 4)

Light Truck Output Slashed 29% for Dec.

WASHINGTON.—Donald M. Nelson, OPM's director of priorities Friday ordered a 29 percent curtailment of light truck production for civilian use during December. Light trucks are those of less than 1½ tons.

The order allows a maximum of 22,000 trucks to be produced during the month, provided scarce materials are available. This compares with 31,000 produced in December, 1940.

The cut brings the overall curtailment in light truck production to 14 percent for the five months beginning with August. Approximately 109,000 may be produced during the period, compared with 127,000 produced during the same period of 1940.

OPM Extends Priority Order To Aid Truck Production

WASHINGTON.—A month's extension of the program to facilitate production of heavy motor trucks, medium trucks and truck trailers has been announced by Donald M. Nelson, priorities director. The extension does not change the basic provisions of the program. Although revisions of the program are under consideration, it is being extended to Dec. 31 in its present form in order to permit manufacturers to place December orders for steel immediately. Manufacturers now are cut out of all December mill schedules.

Extension also applies to production of certain passenger carriers and necessary replacement parts. It means that during the period Sept. 1 to Dec. 31, producers may manufacture two-thirds the number of medium motor trucks, truck trailers and passenger carriers produced during the first half of the year, except that all trucks ordered for specific defense purposes, as defined in the order issued Sept. 14, may be produced without limit.

No restrictions are placed on production of heavy motor trucks which are carrying most of the national defense truck transportation load. The extension also means that manufacturers of replacement parts may produce during the period 80 percent of the number of parts sold for replacement purposes during the first half year.

A month's extension also is provided for limited preference rating

(See PRIORITY, Page 11, Col. 5)

Atlanta:

Credit Curb, War Status Paint Poor Sales Picture

By J. H. Reed
Staff Correspondent

ATLANTA, (UTPS).—With new model showings now out of the way, Atlanta automobile dealers are disappointed at the present demand. Little real interest is being shown by the public and sales are few and far between.

Although showings were well attended, the crowd was principally just looking around, and now the time has come to pin them down with the name on the dotted line, the public just doesn't seem quite willing to take a chance on buying.

One reason for this, dealers say, is the new restriction of credit to 18 months. The Atlanta public has become accustomed to buying automobiles on a 24-months basis, and can't seem to bring itself around to signing up on an 18-months one. Dealers, however, expect this to wear off when the public realizes that the government means business and cars can be secured on no other terms.

Another factor is the war situation. People are hanging onto their money and not spending it for much of anything right at present. If and when we do get into the war, dealers say, whether with Japan or the Axis powers, the tension will be relieved and buying will probably be resumed.

In any event, they look for gradually improving conditions, with a more normal business in November and December.

New cars are being received in limited numbers, and used car stocks are very low—the lowest they have been in years—dealers report. With so few new cars on hand and coming in, dealers expect used cars to remain at low levels during the coming months.

Collections, however, are reported to be holding up well, and when the public starts buying again, the entire industry will be on a better basis, some dealers believe. The dealer, having fewer cars to sell and not, as sometimes in the past, "pushed" by the manufacturer, can select his customers from those with a good credit rating; he can dispose of used cars more readily, and everything will be safer and saner.

But it is no secret that the automobile dealer does wish John J. Public would get over the scare which new taxes and the war have given him, and start buying again.

Dealer Sales Picture

In an attempt to answer questions of its readers, AUTOMOTIVE NEWS on this page presents—and will present each week hereafter—reports on the sale and merchandising of new and used cars and trucks as gathered by AUTOMOTIVE NEWS correspondents throughout the country.

These are some of the questions to be covered: How are new cars selling? Are low, medium or high-priced units selling best? Why? What are conditions of stocks? How are used cars selling? Which models are selling best? Why? What are conditions of stocks? What's the situation on new and used trucks? Are dealers getting their full markup? How are they merchandising service, used cars, etc.?

San Antonio:

Sales Market Sluggish; Low Price Cars Best

SAN ANTONIO, Tex.—New car sales continue sluggish, due, to some extent, to slow deliveries. Cars in the low-priced brackets are selling best, although sales of Buicks and Cadillacs are holding up well, everything considered. Cars in the medium-priced group are slow.

Stocks, generally, are low. New car sales are approximately 50 percent of those for the same period last year.

Used car stocks are low, and sales have been curbed accordingly. Sales of late models are best, and prices are much better than six months ago.

Sales of new and used trucks are slightly better than new and used cars, comparatively speaking, and such sales could be improved with better factory shipments.

All sales operations are approximately 50 percent of those for last year.

September sales were 58.2 percent below those for August, and 40.1 percent lower than for September, 1940.

Despite this slump, however, total sales for the first nine months of the year were 32.3 percent above those for the same period in 1940.

Commercial car registrations for the same period were 30.4 percent above the same period for 1940, but the month of September showed a decline in sales of 30.4 percent from those for August, and 3.4 percent under those for a year ago.

St. Louis:

New Car Sales Fall Below 1940; Truck Sales Rise

ST. LOUIS.—New car registrations for St. Louis and adjacent St. Louis county reached 1,267 during September and this total represents a loss of 200 for the same period during 1940. However, total new car registrations for 1941 from Jan. 1 to Oct. 1 total 36,999 or 6,372 more than during the same period last year.

Production curtailment is believed to have been the cause for the dropping off in sales. In the new car field Chevrolet, during September, held first place with 310 sales, with Ford second with 224, Plymouth third with 167 and Buick fourth with 68.

In the truck field new registrations for September of 261 units represent a gain of 13 over the same month last year. The totals for the year since Jan. 1 are 3,942 or 590 more than during the same period in 1940.

National defense contracts are believed to be the cause for the continued increase in truck sales. Chevrolet and Ford are tied for first place with 66 each, International has undisputed possession of second place with 40, GMC is in third place with 25 and Dodge follows with 22.

September Sales of Cars, Trucks Hit 172,674 Units

DETROIT.—Retail sales of new passenger cars and trucks in the United States during September totaled 172,674 units, including 111,536 passenger cars and 61,138 commercial vehicles, according to Automobile Manufacturers Assn.

Retail sales in September, 1940, were 158,083 passenger cars and 37,045 commercial vehicles.

1940	Cars	Trucks	Cars Trucks Comb'd
9 mos. 1940	2,483,799	461,188	2,944,967
Sept.	158,083	37,045	195,128
Oct.	326,097	53,652	379,749
Nov.	334,536	56,995	391,531
Dec.	319,187	60,550	379,737
Year 1940	3,463,599	632,385	4,095,984
Jan. 1941	303,564	68,154	371,718
Feb.	345,455	74,654	420,109
Mar.	449,551	76,508	526,059
Apr.	483,116	74,577	557,693
May	524,365	85,048	609,413
June	442,131	85,017	527,148
July	357,191	85,938	443,129
Aug.*	194,567	73,065	267,632
Sept.	111,536	61,138	172,674
9 mos. 1941	3,211,476	684,099	3,895,675

*Revised.

Portland:

Sales Market Listed As Fair; Stocks Are Low

PORTLAND, Ore. — Selling of used cars in general in Portland trade area, according to officers of Portland Used Car Dealers' Assn., is listed as "fair." Both the medium and late models are the favorite among the buyers.

While there is a distinctly better income among working people, dealers do not have much of a selection in late models. Stocks are low.

Used trucks are very scarce and the low supply was snapped up early this spring.

Cars are being reconditioned as rapidly as possible, and with brief advertising are quickly disposed of.

All concerns report getting full gross profits.

In their used car operations reputable dealers in the Portland area appreciate that the supply and demand will be much further apart after the first of the year, than at present, which slows up new sales considerably.

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Jack Weed

* * *

FIRST of the ex-Reoite clan around these diggings to slip into the V-P toga was Forest Akers who V-Ped at Dodge Brothers a couple of years ago. He received part of his early sales training under the masterful direction of famous Bob Reuschaw who made the Speed Wagon the world's largest volume truck after overtaking the "yaller Republic's with the whipping driveshafts." Bob Reuschaw was the man who said of his old company when it brought out the Royale passenger car, "Reminds me of seeing a farmer all dressed up in a full dress suit but with a green tie and manure-covered high top boots going to a full-dress party. The Reo dealer organization isn't tuned to the social level of a car in that class." Time proved him right—but Bob didn't stay on this earth long enough to see the company he helped make great, pass out of the passenger car picture.

* * *

ANOTHER of the Reo graduates who are in the limelight in Detroit automotive circles, is our next door neighbor, George Eversman, a former Speed Wagon advertising manager who is now ac-

(See TRUCKIN', Page 9, Col. 1)

Truck Top Ten

First Ten in Registrations Reported in Automotive News Today:

1941 Pos.		Make	1940	Pos.
1—	168,752	Chevrolet	136,567	1
2—	140,830	Ford	113,173	2
3—	73,449	I'national	55,935	3
4—	47,687	Dodge	41,133	4
5—	34,777	G.M.C.	28,060	5
6—	7,255	Plymouth	7,388	6
7—	7,147	Mack	5,260	7
8—	7,101	White	4,556	9
9—	4,692	Diamond T	4,649	8
10—	3,762	Studebaker	899	15
	506,916	Total All Makes	406,497	

These figures do NOT include government deliveries.

Operators Urged To Pool Trucks For Emergency

British Conditions Cited As Need for Action By Haulers

By James T. Sullivan
Staff Correspondent

BOSTON. — "Let truck operators take advantage of an opportunity to do the job themselves. Fail and the federal government will write the ticket. And that would mean commandeering of vehicles."

That was the urgent statement of Frederick C. Horner, assistant to Alfred P. Sloan, chairman of the board of General Motors Corp., made at the annual dinner of the Motor Truck Club of Massachusetts.

Horner is a member of the National Defense Committee transportation division and he was speaking from experience, having recently returned from England where he was sent to study the transportation system. There he found that the trucking industry was operating under serious handicaps, so now he is advising the truck operators to busy themselves so they will have something to say about future activities in connection with national defense.

He told of the difficulty due to congestion because the bulk of supplies must go through Bristol, Liverpool and Glascow. And how woefully short England is of motor trucks and equipment due to legislation passed in 1933 by the powerful support of the railroads which resulted in freezing motor truck transportation. The law provides for licenses and it puts a limit to the number of trucks each operator may own. And to get authority to acquire others is difficult.

"The truck industry of the United States should begin immediately to plan for any emergency and consider possibilities of traffic pools. That is my advice based on what I learned abroad," Horner declared. "It is a repetition of what was volunteered in every authoritative English quarter, 'Don't wait until the pressure is on; don't wait until the blitz is upon you; plan

(Continued on Page 10, Col. 1)

Survey Shows Stocks of Used Trucks Down

DETROIT. — With truck purchases holding up to practically the same rate as last year (contrasted to the dropping off of passenger car sales) and with used truck stocks reported generally as being under normal, it looks as though dealers can use this period to develop a profitable truck sales operation and to train their salesmen to actually sell transportation instead of trading cabs and chassis for junkyard monuments.

During the last two weeks AUTOMOTIVE NEWS has conducted a nationwide used-truck survey through its correspondents and finds that used truck stocks across the nation are from 30 to 50 percent under normal with the only slow-movers being half-ton panels and the heavy jobs of 3 tons capacity and up.

Here are excerpts from several reports:

Atlanta—Used truck stocks down

(See SURVEY, Page 13, Col. 1)

Automotive News Cartoon by Ogg FitzGerald

Hauling Food Is Essential, TOO

68% of 1941 Farm Truck Tonnage Has No Priority

59 Pct. of All Wholesale Foodstuffs Carried in Ton-or-Less Units

DETROIT.—A recent truck survey, conducted nationally by an experienced agency, reveals that of all 1941 trucks purchased, the farmer is by overwhelming majority the largest buyer of half-ton pick-ups. Farmer purchases of this type of truck were 40.89 percent of the total purchases, followed by two other essential transportation vocations, building supply dealers buying 12.29 percent of the year's output and food merchants and suppliers closely following with 11.66 percent.

In the purchase of panel half-ton trucks, food dealers and suppliers were equally disportionate in their selection with 46.33 percent of the year's output going to these haulers of essential products and with light package delivery coming in a poor second with only 13.98 percent. Farmers, mostly poultry and egg producers, bought 3.85 percent of the panel trucks and stand seventh in the list of vocational purchasers of the panel half-ton jobs.

This survey seems to definitely substantiate the thinking of the truck industry that OPM is penalizing the largest single group of essential-transportation-need truck owners in limiting the production

(Continued on Page 11, Col. 4)

Light Truck Output Slashed 29% for Dec.

WASHINGTON.—Donald M. Nelson, OPM's director of priorities Friday ordered a 29 percent curtailment of light truck production for civilian use during December. Light trucks are those of less than 1½ tons.

The order allows a maximum of 22,000 trucks to be produced during the month, provided scarce materials are available. This compares with 31,000 produced in December, 1940.

The cut brings the overall curtailment in light truck production to 14 percent for the five months beginning with August. Approximately 109,000 may be produced during the period, compared with 127,000 produced during the same period of 1940.

2,000 Operators Expected To Jam ATA Session Today

WASHINGTON.—The eighth annual convention of the American Trucking Assns., to be held in New York City Oct. 27-30 will be the largest and most important yet held, ATA officials declare, with 2,000 operators expected to attend the conclave and Roadeo. Convention headquarters will be at the Pennsylvania hotel.

Address of welcome at the general opening session Oct. 27 will be by Newbold Morris, City Council president. Thomas H. MacDonald, commissioner, Public Roads Administration, will also address this session. Awards in the ATA fleet safety contest will be presented by Carroll E. Mealey, New York state motor vehicle commissioner. On Monday also, a luncheon will be addressed by Harry W. Flannery, CBS correspondent just returned from Berlin.

Preliminary examinations and tests in the Roadeo, or truck driving championship contest, will be held Monday, Tuesday and Wednesday at Belmont Park race track, Long Island. The grand finals will be held in Madison Square Garden, beginning at 8:30 p.m. Wednesday.

The convention will get to work early on Tuesday morning with a breakfast meeting at 7:45 a.m. Principal committee meetings will be carrier classifications under the chairmanship of Leland James, of Portland, Ore.; national safety committee, Robert K. Carter, Richmond, Va., chairman; automobile transporters, Walter F. Carey, Pontiac, Mich., chairman.

The cartage carrier and contract carrier committees will also meet under the chairmanships, respec-

(Continued on Page 9, Col. 1)

OPM Extends Priority Order To Aid Truck Production

WASHINGTON.—A month's extension of the program to facilitate production of heavy motor trucks, medium trucks and truck trailers has been announced by Donald M. Nelson, priorities director. The extension does not change the basic provisions of the program. Although revisions of the program are under consideration, it is being extended to Dec. 31 in its present form in order to permit manufacturers to place December orders for steel immediately. Manufacturers now are cut out of all December mill schedules.

Extension also applies to production of certain passenger carriers and necessary replacement parts. It means that during the period Sept. 1 to Dec. 31, producers may manufacture two-thirds the number of medium motor trucks, truck trailers and passenger carriers produced during the first half of the year, except that all trucks ordered for specific defense purposes, as defined in the order issued Sept. 14, may be produced without limit.

No restrictions are placed on production of heavy motor trucks which are carrying most of the national defense truck transportation load. The extension also means that manufacturers of replacement parts may produce during the period 80 percent of the number of parts sold for replacement purposes during the first half year.

A month's extension also is provided for limited preference rating

(See PRIORITY, Page 11, Col. 5)

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George M. Slocum, Publisher

Chris Sinsabaugh, Editor
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AUTOMOTIVE DEALER NEWS MAKER

OUR PLATFORM

1. *A continuing understanding between manufacturer and dealer, and fair profits for both.*
2. *An eventual profit for the dealer on every used vehicle handled.*
3. *Better dealer service and lubrication facilities operated at a profit.*
4. *No diversion of fuel taxes from their intended use in highway construction and maintenance.*
5. *No government bureaucracy control of the automotive industry.*

DETROIT, OCTOBER 27, 1941

We Televise the Show

THERE being no national show this fall, we bring the show to readers of AUTOMOTIVE NEWS in our annual "Album of American Automobiles for 1942," the second section of this issue. Its editorial contents television for you just how the new models look fore and aft and sideways; tables give you specifications and prices, while the text puts them under a microscope, as it were, and should convince you that, despite defense needs, this great industry of ours really has turned out better cars than those that have just gone off the market. Priorities have forced it to seek elsewhere for replacement material, and it is to the credit of our engineers that they have improved the breed without impairing the standard of performance and reliability, although, it must be confessed, these replacements have cost more than the materials that were formerly used.

Necessarily this and higher labor costs have forced up prices, but buyers of the 1942 product need not fear they are not getting their money's worth. Exteriorly, there will not be so much "bright work" after Jan. 1, but so far as body design is concerned it will be found that the designers have, as usual, shown progress because they were not handicapped by the war, the '42 designs having been well underway when the '41's were just coming on the market a year ago. An outstanding mechanical trend has been in the adoption of automatic drives by five companies which did not have them in '41, bringing the total of those using automatic drives up to nine, or more than half of the industry's 17 makes.

Labor Not Looking Before It Leaps

WESTBROOK PEGLER, columnist who is regarded as union labor's "No. 1 enemy" because of his calling a spade a spade in discussing its weaknesses and its trickery, contends that union chiefs are not leaders of labor but politicians and bosses. In view of the harassments of labor at a time when Uncle Sam is spending billions for defense, we are inclined to agree with the man with the vitriolic pen. At a time when labor should be just as patriotic and as sacrificing as the $21-a-month draftee, it seemingly is trying its best to slow down the defense program; in fact, it is succeeding, much to the delight of Herr Hitler. Take the case of the shipyards strikes, and the "wildcat" strikes at the Great Lakes Steel plants, for instance. Sabotage is a strong word to use, but it seems to fit in this case.

Another example of labor not looking before it leaps is found in the case of the strike of Midland Steel in Cleveland, maker of frames for several of the automobile manufacturers. This strike, just ended, stopped production at both Hudson and Studebaker, through no differences of opinion between the unions and the car makers. In the case of Studebaker this enforced idleness cost its passenger car production workers nearly $500,000 in lost wages. This lost time hardly can be made up because later on there may not be sufficient material for all the production that is desired.

--a word in EDGEWISE

by George M. Slocum

NO PRIORITIES IN ENGLAND? The so-called "small business man" had an inning before a special congressional committee in Columbus last Wednesday and I am indebted to the *Cleveland Press* for this report and the photograph of the page from the *British Export Gazette* of August, 1941, which appears to the right of this column. Charges were made at this meeting that the British are offering "all kinds of material" for export while business men in Ohio and throughout the Midwest are being ruined by the refusal of federal authorities to give them priority ratings. To the 350 "small" business men from every part of Ohio in attendance, Clarence E. Karst, representing a Cincinnati specialty concern, said: **"If the necessity for defense is as severe as we are told, and the British have all the material they need to sell, why is it that small business men in this country cannot get some of it?"**

* * *

He then went on to show advertisements from recent issues of the British trade papers which offered for export sale such items as paper and rubber insulated cable and wires, electric meters, overhead equipment for railways, copper and aluminum wires, strands, sheets and sections. His firm, the Brunhoff Mfg. Co., has just ordered five cars of steel from the British "on the strength of these advertisements." At which point, the report continues, "he was vigorously applauded." "We are being invited by the British to send for all kinds of material, tin plate, machine tools, wire and everything else that we in small businesses in this country cannot get," he said. Turning to a previous speaker who had deplored the inability of the refrigeration industry to secure needed supplies, Mr. Karst waved copies of the British advertisements and said, "Why don't you fellows write to these people—they can sell you anything you want." He echoed demands of others who spoke for a congressional investigation of the priorities program.

* * *

James G. Daly, Columbus, representing the United Commercial Travelers, followed Mr. Karst with the charge that a businessman in South America recently advised him that he had already received a delivery of steel from a mill in Birmingham, England—steel which American producers could not supply under the priorities program. "One by one, representatives of firms manufacturing everything from wire nose rings for hogs to milk crates, padlocks, refrigerators, shoe cutting dies, castings, well-drilling equipment and farm implements, related their woes to an attentive committee and a sympathetic gallery."

* * *

These stories and rumors of British competition in foreign and perhaps our own market, at a time when the small businessmen in this country are being penalized to a greater extent than ever before in this country's history do not make pleasant reading. Continually these days we are regaled with similar stories which most of us, I believe, hesitate to repeat unless we know they are founded on facts. I, for one, have hesitated about mentioning them in this column but when they are brought to light before a responsible investigating committee and are reported, accompanied by photographic evidence, by a leading American newspaper, I believe the more publicity they can be given, the better. That is what a free press in a democracy stands for.

* * *

It is one thing to be tolerant of the mistakes which come from red tape and bungling bureaucracies. We all know that "haste makes waste." The average good American is ready to make allowances and basically believes "my country—may she always be right, but right or wrong—my country." But when we Americans subscribe to an all-out endeavor which affects the lives and the living conditions of every member of our families and threatens to change the whole course of our future business and domestic life, it is high time that all the cards are brought out from under the table; that we cut out the double-talk and decide on a diet of cold turkey! — G.M.S.

—Courtesy G

Britain Has These to Sell

The above page, reproduced from the British Export Ga August, 1941, shows export offerings of locomotive boilers, lathe ing machines and brass-lined pumps. (See "Word in Edgewise" joining column).

In This Corner

'Some Improvement . . .

The views expressed in this column are those of our read Anonymous contributions will not be accepted but confidence be observed upon request.

St. Louis

The 1942 model sales are starting off rather slowly, but are beginning to show some signs of improvement. The dealers feel that there are three important factors that have had a bearing on the demand in the weeks since the introduction of the '42 models.

First, the number of normal fall buyers who purchased last spring and summer.

Second, the impact of higher prices and higher taxes.

Third, fear on the part of the public, that the 1942 model not be of the same quality the past.

There will certainly be new car purchasers in the cation of replacements to ta of the present and propos duction. The public is becom customed to higher prices si prices for all commodities, s wages, etc., are increasing last objection is one that m met by dealers sales organi A real opportunity is offered sent and sell high quality cars currently being produc Louis.

PRIORITY

Steel output soars to all-time highs,
New plants begin to pour their wares
Into Defense and 'cross the sea
As Industry its life-blood shares.
With modern ingenuity
It meets each problem it must face,
Enlarging here, expanding there
To keep abreast of any pace.

No worry there, one feels at once,
With able men to guide our path.
They know the need, they know the way
To beat a wild-eyed conqu'ror's wrath.

But then pipes up another voice
To cry that things like this can't be,
That men who built our industry
Must yield now all authority.
For Comrade Leon rules the roost
And wiser men must hear him howl,
And bow to known Red theories
Or face reprisal in his scowl.
—"Web" in "Wake of the News" Column, Chicago Tribune.

Coming Even

OCTOBER

27-30—**New York.** Annual conve American Trucking Assns.

30-Nov. 1—**Los Angeles.** (Biltmo tel) SAE National Aircraft P tion Meeting.

30-Nov. 2—**Fresno (Calif.)** Annu Joaquin Valley Automobile

NOVEMBER

3- 7—**San Francisco** (Palace, St. cis). Annual meeting of A Petroleum Institute.

3- 8—**Denver.** (City Auditorium) nual Automobile Show.

12-15—**White Sulphur Springs,** Annual convention of A Automobile Assn.

13-14—**Cleveland** (Statler). SA tional transportation and tenance meeting.

JANUARY

8—**Gilmore Grand Canyon** Run.

12-16—**Detroit.** (Book - Cadillac). annual meeting and engi display.

20-21—**Chicago** (Palmer House). tional Automobile Dealers tion.

Motor Shares Holding Up Well on Wall Street

Definite Output Schedules Give Investors Clear Picture

By Dana Stuart
Wall St. Correspondent

NEW YORK.—The automotive stocks did very well by themselves in the most recent sinking spell in the stock markets. They held their own, performing better than the remainder of the list. This was open to several interpretations.

In the first place, it was pointed out by commentators that the shares of automotive companies perhaps had gone further in discounting effects of the transition from civilian to military goods than some other industries. The automobile industry, it was pointed out, for some time has been in the position of having its civilian production established by government agencies for several months in advance.

In no other industry were the effects of the defense program more clearly dramatized than in the motor. So it was that the securities of this industry were among the first to give ground. It was perfectly clear from the first that the automobile and parts makers could not hope to immediately offset by defense production the curtailment that was being ordered in civilian automobiles.

Although such hard and fast quotas are not being established for many other industries, many of them now are beginning to have their production reduced by factors just as powerful as government agencies. They are finding it impossible to obtain the raw materials necessary to carry on their ordinary operations. If they are obtaining defense orders, they will help offset profit losses when they get going, but in the meantime they are being hard hit. And if they have no defense orders they are, in many instances, confronted with serious dislocations. Many plants face the necessity of having to close entirely unless they can get defense business and all of them are not in a position to handle it if they could get it.

So, from the viewpoint of investors in the automotive industry, perhaps it is just as well that outright curtailment of production by government agencies early in the game was a good thing. It gave their companies an immediate picture of what confronted them and enabled them to proceed to meet the situation, and the automobile industry has built itself to its present leadership by its ability to meet new situations.

STOCK PRICE AVERAGES

	Previous Period	Latest Period	Change	Year Ago
24 motors	27.93	27.93	.....	34.18
10 car-truck co.'s	28.24	28.24	.....	35.84
10 parts-access.	26.21	26.21	.....	27.51
4 tire-rubbers	19.28	19.28	.....	16.65

RAIN DIDN'T stop Bill O'Neil, president of General Tire and Rubber Co., from performing his duties of officially breaking ground at the ordnance plant which his company is to operate at Flora, Miss. He is shown above with Brig. Gen. Brehon B. Somervell, chief of construction for the Army Quartermaster Corps. O'Neil and Gen. Somervell were the principal speakers at the groundbreaking ceremonies and at a banquet given by the Jackson (Miss.) chamber of commerce.

Ford and Willys To Collaborate on Army Jeep Cars

DETROIT.—In the first step in the plan to standardize Army equipment as much as possible, the War department announced last week that an agreement had been reached between the Ford Motor Co. and Willys-Overland Co. whereby both manufacturers will turn out identical models of the Army "Jeep" cars.

The plan calls for Ford to turn out the light reconnaissance car in the Rouge plant that Willys is now in production on at its Toledo plant. Willys will furnish complete drawings, licenses, patents and other information to Ford without cost.

This is considered the first of many similar combinations of automobile manufacturers' facilities for speeding other government defense projects in the future.

Price Barriers Lowered to Aid Small Business

WASHINGTON.—New steps to aid small business by spreading defense orders as widely as possible were announced last week by the Army Quartermaster Corps.

To carry out the program, the War Department said, prices will no longer be the dominating factor in making awards.

Awards to a single bidder will be limited. Awards will be made to as many regions, and to as many suppliers in each region, as is possible.

"In the matter of prices," the department announced, "the quartermaster-general recognizes that a wide distribution of defense orders will entail increased costs, since small plants may be unfamiliar with and inadequately equipped to produce quartermaster items.

"Within reasonable limits, depending on circumstances surrounding individual procurement orders, bid prices will not always govern the award of contracts. Direct negotiations will be made with bidders in a particular region where it is desired to make awards, when the bid prices are considered too high. Every reasonable effort will be made to induce such bidders to accept a stated quantity at what is considered a fair price to them."

Quartermaster procurement district headquarters to be used as the basis for regional distribution of awards are located in Boston, New York, Philadelphia, Atlanta, Jeffersonville, Ind.; Chicago, St. Louis, San Antonio and San Francisco.

The Whistling Gas Tank Fill Signal
No Dribble . . . No Blowback
No Spill
Scully VENTALARM
88 First Street, Cambridge, Mass.

How many miles in tomorrow's gas tank?

GASOLINE has the highest energy content per pound of all known liquids suitable for running an automobile. If all the energy in a single gallon could be utilized, it would run a car for hundreds of miles.

Rapid as progress in engine design has been, today's most efficient engines can at best use only a small portion of gasoline's potential power. The problem of converting more of gasoline's energy into mileage and performance is considered by the engineers of the automotive and petroleum industries as both a challenge and an opportunity.

Putting more miles in tomorrow's gas tank is by no means a matter of engine design alone. As engines are made more efficient, the conditions under which fuel combustion takes place become correspondingly more severe. Combustion control under higher pressures and temperatures imposes new requirements on fuels.

While Ethyl is not directly engaged in either the refining of fuels or the manufacture of engines, our business of making "gasoline additives" for the control of combustion takes us far into both fields.

Ethyl research workers in Detroit and San Bernardino have joined forces with automotive and petroleum engineers in their efforts to make the engines of automobiles, trucks, buses, tractors and airplanes do more work for each gallon of gasoline and for every pound of metal used in their construction. They are helping to solve the many complex problems involved—problems of engine design, engine parts and materials, fuels and lubricants.

To technologists in every field of automotive development and use we extend an invitation to avail themselves of our research and service facilities and our constantly growing file of technical information.

ETHYL
REG. TRADE MARK

ETHYL GASOLINE CORPORATION
Chrysler Bldg., New York, N. Y.

Atlanta:

Credit Curb, War Status Paint Poor Sales Picture

By J. H. Reed
Staff Correspondent

ATLANTA, (UTPS).—With new model showings now out of the way, Atlanta automobile dealers are disappointed at the present demand. Little real interest is being shown by the public and sales are few and far between.

Although showings were well attended, the crowd was principally just looking around, and now the time has come to pin them down with the name on the dotted line, the public just doesn't seem quite willing to take a chance on buying.

One reason for this, dealers say, is the new restriction of credit to 18 months. The Atlanta public has become accustomed to buying automobiles on a 24-months basis, and can't seem to bring itself around to signing up on an 18-months one. Dealers, however, expect this to wear off when the public realizes that the government means business and cars can be secured on no other terms.

Another factor is the war situation. People are hanging onto their money and not spending it for much of anything right at present. If and when we do get into the war, dealers say, whether with Japan or the Axis powers, the tension will be relieved and buying will probably be resumed.

In any event, they look for gradually improving conditions, with a more normal business in November and December.

New cars are being received in limited numbers, and used car stocks are very low—the lowest they have been in years—dealers report. With so few new cars on hand and coming in, dealers expect used cars to remain at low levels during the coming months.

Collections, however, are reported to be holding up well, and when the public starts buying again, the entire industry will be on a better basis, some dealers believe. The dealer, having fewer cars to sell and not, as sometimes in the past, "pushed" by the manufacturer, can select his customers from those with a good credit rating; he can dispose of used cars more readily, and everything will be safer and saner.

But it is no secret that the automobile dealer does wish John J. Public would get over the scare which new taxes and the war have given him, and start buying again.

Dealer Sales Picture

In an attempt to answer questions of its readers, AUTOMOTIVE NEWS on this page presents—and will present each week hereafter—reports on the sale and merchandising of new and used cars and trucks as gathered by AUTOMOTIVE NEWS correspondents throughout the country.

These are some of the questions to be covered: How are new cars selling? Are low, medium or high-priced units selling best? Why? What are conditions of stocks? How are used cars selling? Which models are selling best? Why? What are conditions of stocks? What's the situation on new and used trucks? Are dealers getting their full markup? How are they merchandising service, used cars, etc.?

San Antonio:

Sales Market Sluggish; Low Price Cars Best

SAN ANTONIO, Tex.—New car sales continue sluggish, due, to some extent, to slow deliveries. Cars in the low-priced brackets are selling best, although sales of Buicks and Cadillacs are holding up well, everything considered. Cars in the medium-priced group are slow.

Stocks, generally, are low. New car sales are approximately 50 percent of those for the same period last year.

Used car stocks are low, and sales have been curbed accordingly. Sales of late models are best, and prices are much better than six months ago.

Sales of new and used trucks are slightly better than new and used cars, comparatively speaking, and such sales could be improved with better factory shipments.

All sales operations are approximately 50 percent of those for last year.

September sales were 58.2 percent below those for August, and 40.1 percent lower than for September, 1940.

Despite this slump, however, total sales for the first nine months of the year were 32.3 percent above those for the same period in 1940.

Commercial car registrations for the same period were 30.4 percent above the same period for 1940, but the month of September showed a decline in sales of 30.4 percent from those for August, and 3.4 percent under those for a year ago.

St. Louis:

New Car Sales Fall Below 1940; Truck Sales Rise

ST. LOUIS.—New car registrations for St. Louis and adjacent St. Louis county reached 1,267 during September and this total represents a loss of 200 for the same period during 1940. However, total new car registrations for 1941 from Jan. 1 to Oct. 1 total 36,999 or 6,372 more than during the same period last year.

Production curtailment is believed to have been the cause for the dropping off in sales. In the new car field Chevrolet, during September, held first place with 310 sales, with Ford second with 224, Plymouth third with 167 and Buick fourth with 68.

In the truck field new registrations for September of 261 units represent a gain of 13 over the same month last year. The totals for the year since Jan. 1 are 3,942 or 590 more than during the same period in 1940.

National defense contracts are believed to be the cause for the continued increase in truck sales. Chevrolet and Ford are tied for first place with 66 each, International has undisputed possession of second place with 40, GMC is in third place with 25 and Dodge follows with 22.

September Sales of Cars, Trucks Hit 172,674 Units

DETROIT.—Retail sales of new passenger cars and trucks in the United States during September totaled 172,674 units, including 111,536 passenger cars and 61,138 commercial vehicles, according to Automobile Manufacturers Assn.

Retail sales in September, 1940, were 158,083 passenger cars and 37,045 commercial vehicles.

1940	Cars	Trucks	Cars Trucks Comb'd
9 mos. 1940	2,483,799	461,188	2,944,967
Sept.	158,083	37,045	195,128
Oct.	326,097	53,652	379,749
Nov.	334,536	56,995	391,531
Dec.	319,187	60,550	379,737
Year 1940	3,463,599	632,385	4,095,984
Jan. 1941	303,564	68,154	371,718
Feb.	345,455	74,654	420,109
Mar.	449,551	76,508	526,059
Apr.	483,116	74,577	557,693
May	524,365	85,048	609,413
June	442,131	85,017	527,148
July	357,191	85,938	443,129
Aug.*	194,567	73,065	267,632
Sept.	111,536	61,138	172,674
9 mos. 1941	3,211,476	684,099	3,895,675

*Revised.

Portland:

Sales Market Listed As Fair; Stocks Are Low

PORTLAND, Ore. — Selling of used cars in general in Portland trade area, according to officers of Portland Used Car Dealers' Assn., is listed as "fair." Both the medium and late models are the favorite among the buyers.

While there is a distinctly better income among working people, dealers do not have much of a selection in late models. Stocks are low.

Used trucks are very scarce and the low supply was snapped up early this spring.

Cars are being reconditioned as rapidly as possible, and with brief advertising are quickly disposed of.

All concerns report getting full gross profits.

In their used car operations reputable dealers in the Portland area appreciate that the supply and demand will be much further apart after the first of the year, than at present, which slows up new sales considerably.

Springfield:

New Car Sales Continue Good

SPRINGFIELD, Mass.—Although new car sales here are reported continuing at a good rate and are expected to hold to present levels until the stiffer production curtailment is felt, the pace has slackened from the heavy spring and summer demand. Higher prices and taxes are viewed as principal causes of the slower sales situation.

Sales organizations are being held together by most dealers, although there have been one or two instances where salesmen have been let out on the basis of the outlook. At least one dealer, however, has been adding salesmen.

In anticipation of the forthcoming drastic production curtailment, many of the agencies here are preparing for greater service emphasis.

Milwaukee:

New Car Sales Still Slow; Service Getting Attention

Special to Automotive News

MILWAUKEE. — With new car sales here proceeding at a continued slow pace, increasing emphasis is being placed by dealers on service work. An example of the promotion being followed along this line is the cooperative advertisement by seven dealers calling attention to the fact that automobile production will be cut over 50 percent this year and reminding motorists that their cars should receive the best of care.

"Merely to have the repairs made as trouble arises is not enough," copy declared. "In fact, to wait until something goes wrong, is foolhardy. If you drive about 500 miles or more a week, your car should be checked each week. No matter how far you drive, your car should have a check-up once a month."

Participating dealers included the Robert Smith Buick Co., O. G. John Co., Nash; King Motors, Packard; Sommer Motors, Inc., DeSoto-Plymouth; John Dietz Motor Co., Hudson; Renner Sales & Service, Oldsmobile, and Nelson Bros., Pontiac.

In general, used car business, especially in the moderate price late models, has been good. Used car stocks continue low and to move some of the older model used cars, various dealers have been offering them as "cheapies" ranging in price from $45 to $175. These cars are from 8 to 15 years old.

New York:

Little Promotion Effort Bring Slow Sales Pa

By Bethune Jones
Staff Correspondent

NEW YORK.—Greater promotional efforts than had originally been anticipated may be necessary to bring sales of new 1942 automobiles up to expectations, according to opinion expressed in dealer circles here. No general rush for the new models has developed, it is reported, despite the fact th models were so well cleane

Factors cited by dealers a tributing to the disappointi sponse to the new models b high prices; some lack of dence in the quality of th cars, because of the much he use of substitute materials; a fact that dealers have been al only moderate trade-in allow in the belief that they will be to sell all cars available fo 1942 model year without too difficulty.

Advertising pressure has considerably below that fo corresponding 1940 period, noted, with newspaper lineage ning 30 to 40 percent behind.

Absence of the national au bile show and the large news show edition has also c buted to the slow sales situati is said.

Louisville:

Service Business Getting Attention; Sales Are Slow

LOUISVILLE.—The automobile market here which was experiencing a sort of boom during the late summer has noticeably slackened off, with sales of new cars as well as used cars reported as "slow." Low priced units are leading the new car field, apparently because of the delivery price factor.

However, the Louisville market appears to be in healthy condition because used car stocks are low, and dealers everywhere report they are getting full gross profits on sales. There seems to be a ready market for late models in used cars, but the older types are not selling except at "give-away" prices.

The truck market seems to be more or less in the same condition as the passenger car market with sales slow and stocks on hand reported as "low."

Several service departments in Louisville have recently gone on a 24-hour basis, and it is quite probable this movement will spread.

Vancouver:

Used Car Sales To Be Hit Hard By Credit Curb

VANCOUVER, B. C.—Used cars will be very seriously effected by the stricter regulations governing installment buying and credit sales issued by the Canadian government according to automobile dealers here.

New car business will not be greatly affected because most new car buyers turn in recent models on purchase deals, said the manager of a motor sales organization.

"Turn-in of a recent model always covers more than 50 percent of the purchase price," he said.

"What will be hit hard is the used car business. For every car sold in Vancouver, approximately three used cars are sold.

"Most of the used car business is being done on a 25 percent down basis. More serious is the fact that most used car buyers aren't able to make large monthly payments. Much of our used car business is done on a basis of monthly payments approximating $18.

"This is discriminatory legislation as far as used car buyers are concerned," the motor sales manager declared.

New Car Sales Expected To Remain Slow in N.M.

ALBUQUERQUE, N. M.—UTPS.—Dealers here report a slower buying market, although many of the new models went out to purchasers as soon as they were shown. The quick sales, they said, were made to buyers who had placed orders earlier. There is some shortage of certain models and body types.

The general slowness, they say, is no more than is seen in all other lines of business here currently, and as for automobiles, some feel it is the beginning of the reaction from pre-selling many logical fall buyers last spring, under threats of higher prices and a shortage of cars. Most dealers are expecting the local market to remain sluggish all winter as a result of the forced selling earlier in the year.

Chicago Sales H 9-Months Hig Sept. Tops 1

CHICAGO.—A new all-time was attained for new car re tions in Cook county durin first nine months, with a to 127,270 units as against 94,9 ing the same period last yea 107,592 in the first three qu of 1937, the former high.

The Bureau of Motor Advic pilations revealed that Septe registrations in the county amo to 6,578 new cars, a sharp drop the 9,059 figure in August but over the 5,424 total in Septe 1940.

Plymouth took the lead from Chevrolet by a margin cars, 1,074 to 1,057. Ford main third place with 746, Buick with 632, and Dodge fifth wi

Sixth place went to Chrysle 413, seventh to De Soto wit eighth to Pontiac with 321, to Packard with 281, and te Oldsmobile with 241.

In order thereafter were H with 237, Studebaker wit Cadillac with 158, Nash wit Mercury with 97, Lincoln-Ze with 42, and Willys with 20.

Boston Dealers Preparing fo Open House We

BOSTON.—The Boston Aut bile Dealers Assn. expect to st late sales of new and used during its Open House show Nov. 1-8.

Gov. Leverett Saltonstall issue a proclamation. Mayor rice J. Tobin of Boston will announce one. The motor di in Boston is practically on one broad thoroughfare, Comm wealth avenue. William P. L Boston Park Commissioner, has sued a permit for allowing ban on the buildings and placards the cars. Fire Commissioner liam Arthur Reilly has signe permit to allow burning red fla along motor row at night. In windows of some of the big partment stores there will be plays of automotive units. A lun eon to the Governor and Mayor planned. At another there will all the pioneers, some of wh participated in all Boston autom bile shows since the first one years ago. Newspapers are prepa ing show issues.

Showrooms will be decorated in many there will be special fe tures such as moving pictures ma by automobile companies. Music programs will also be include Again the hundreds of automob dealers operating in the adjoinin cities and towns in the metropo tan area will participate and fo low the decorative effect, lights, e All dealers will have their salesme take visitors through the servic stations and explain how, throug the use of modern equipment, a justments and repairs can be don quickly and at low cost.

Commercial Car News

A Regular Monthly Section of AUTOMOTIVE NEWS, *Appearing the Last Issue of Each Month*

Million Light-Truck Users Are Penalized

Truckin'

Al Struble V-Ped
Another X Reoite
Memory Lane
The Exodus

by Jack Weed

ANOTHER ex-Reo man has hit vice-president row. The newest entry into the title rank is Al (Red) Struble who was recently made V-P in charge of sales at Fruehauf Trailer. Al is a fighter who knows and loves this truck business. All during his truck sales life he has made a study of how to make it easier for truck salesmen to learn how to fit the truck to the job. In my desk as I write this, is a patented slide rule for quickly figuring truck ability that is a product of his fertile brain. It is so simple that even I can operate it, yet it makes any truck salesman an experienced engineer on the job as far as figuring what engine should go in which chassis, in order that the truck can efficiently haul its rated load over specified roads and grades.

Jack Weed

* * *

FIRST of the ex-Reoite clan around these diggings to slip into the V-P toga was Forest Akers who V-Ped at Dodge Brothers a couple of years ago. He received part of his early sales training under the masterful direction of famous Bob Reuschaw who made the Speed Wagon the world's largest volume truck after overtaking the "yaller Republic's with the whipping driveshafts." Bob Reuschaw was the man who said of his old company when it brought out the Royale passenger car, "Reminds me of seeing a farmer all dressed up in a full dress suit but with a green tie and manure-covered high top boots going to a full-dress party. The Reo dealer organization isn't tuned to the social level of a car in that class." Time proved him right—but Bob didn't stay on this earth long enough to see the company he helped make great, pass out of the passenger car picture.

* * *

ANOTHER of the Reo graduates who are in the limelight in Detroit automotive circles, is our next door neighbor, George Eversman, a former Speed Wagon advertising manager who is now ac-

(See TRUCKIN', Page 9, Col. 1)

Truck Top Ten

First Ten in Registrations Reported in Automotive News Today:

1941 Pos.		Make	1940	Pos.
1—	168,752	Chevrolet	136,567—	1
2—	140,830	Ford	113,173—	2
3—	73,449	I'national	55,935	3
4—	47,687	Dodge	41,133—	4
5—	34,777	G.M.C.	28,060—	5
6—	7,255	Plymouth	7,388—	6
7—	7,147	Mack	5,260—	7
8—	7,101	White	4,556—	9
9—	4,692	Diamond T	4,649—	8
10—	3,762	Studebaker	899—	15
		Total All Makes		
	506,916		406,497	

These figures do NOT include government deliveries.

Operators Urged To Pool Trucks For Emergency

British Conditions Cited As Need for Action By Haulers

By James T. Sullivan
Staff Correspondent

BOSTON. — "Let truck operators take advantage of an opportunity to do the job themselves. Fail and the federal government will write the ticket. And that would mean commandeering of vehicles."

That was the urgent statement of Frederick C. Horner, assistant to Alfred P. Sloan, chairman of the board of General Motors Corp., made at the annual dinner of the Motor Truck Club of Massachusetts.

Horner is a member of the National Defense Committee transportation division and he was speaking from experience, having recently returned from England where he was sent to study the transportation system. There he found that the trucking industry was operating under serious handicaps, so now he is advising the truck operators to busy themselves so they will have something to say about future activities in connection with national defense.

He told of the difficulty due to congestion because the bulk of supplies must go through Bristol, Liverpool and Glascow. And how woefully short England is of motor trucks and equipment due to legislation passed in 1933 by the powerful support of the railroads which resulted in freezing motor truck transportation. The law provides for licenses and it puts a limit to the number of trucks each operator may own. And to get authority to acquire others is difficult.

"The truck industry of the United States should begin immediately to plan for any emergency and consider possibilities of traffic pools. That is my advice based on what I learned abroad," Horner declared. "It is a repetition of what was volunteered in every authoritative English quarter, 'Don't wait until the pressure is on; don't wait until the blitz is upon you; plan

(Continued on Page 10, Col. 1)

Survey Shows Stocks of Used Trucks Down

DETROIT. — With truck purchases holding up to practically the same rate as last year (contrasted to the dropping off of passenger car sales) and with used truck stocks reported generally as being under normal, it looks as though dealers can use this period to develop a profitable truck sales operation and to train their salesmen to actually sell transportation instead of trading cabs and chassis for junkyard monuments.

During the last two weeks AUTOMOTIVE NEWS has conducted a nationwide used-truck survey through its correspondents and finds that used truck stocks across the nation are from 30 to 50 percent under normal with the only slow-movers being half-ton panels and the heavy jobs of 3 tons capacity and up.

Here are excerpts from several reports:

Atlanta—Used truck stocks down

(See SURVEY, Page 13, Col. 1)

Automotive News Cartoon by Ogg Fitzgerald

Hauling Food Is Essential, TOO

2,000 Operators Expected To Jam ATA Session Today

WASHINGTON.—The eighth annual convention of the American Trucking Assns., to be held in New York City Oct. 27-30 will be the largest and most important yet held, ATA officials declare, with 2,000 operators expected to attend the conclave and Roadeo. Convention headquarters will be at the Pennsylvania hotel.

Address of welcome at the general opening session Oct. 27 will be by Newbold Morris, City Council president. Thomas H. MacDonald, commissioner, Public Roads Administration, will also address this session. Awards in the ATA fleet safety contest will be presented by Carroll E. Mealey, New York state motor vehicle commissioner. On Monday also, a luncheon will be addressed by Harry W. Flannery, CBS correspondent just returned from Berlin.

Preliminary examinations and tests in the Roadeo, or truck driving championship contest, will be held Monday, Tuesday and Wednesday at Belmont Park race track, Long Island. The grand finals will be held in Madison Square Garden, beginning at 8:30 p.m. Wednesday.

The convention will get to work early on Tuesday morning with a breakfast meeting at 7:45 a.m. Principal committee meetings will be carrier classifications under the chairmanship of Leland James, of Portland, Ore.; national safety committee, Robert K. Carter, Richmond, Va., chairman; automobile transporters, Walter F. Carey, Pontiac, Mich., chairman.

The cartage carrier and contract carrier committees will also meet under the chairmanships, respec-

(Continued on Page 9, Col. 1)

68% of 1941 Farm Truck Tonnage Has No Priority

59 Pct. of All Wholesale Foodstuffs Carried in Ton-or-Less Units

DETROIT.—A recent truck survey, conducted nationally by an experienced agency, reveals that of all 1941 trucks purchased, the farmer is by overwhelming majority the largest buyer of half-ton pick-ups. Farmer purchases of this type of truck were 40.89 percent of the total purchases, followed by two other essential transportation vocations, building supply dealers buying 12.29 percent of the year's output and food merchants and suppliers closely following with 11.66 percent.

In the purchase of panel half-ton trucks, food dealers and suppliers were equally disportionate in their selection with 46.33 percent of the year's output going to these haulers of essential products and with light package delivery coming in a poor second with only 13.98 percent. Farmers, mostly poultry and egg producers, bought 3.85 percent of the panel trucks and stand seventh in the list of vocational purchasers of the panel half-ton jobs.

This survey seems to definitely substantiate the thinking of the truck industry that OPM is penalizing the largest single group of essential-transportation-need truck owners in limiting the production

(Continued on Page 11, Col. 4)

Light Truck Output Slashed 29% for Dec.

WASHINGTON.—Donald M. Nelson, OPM's director of priorities Friday ordered a 29 percent curtailment of light truck production for civilian use during December. Light trucks are those of less than 1½ tons.

The order allows a maximum of 22,000 trucks to be produced during the month, provided scarce materials are available. This compares with 31,000 produced in December, 1940.

The cut brings the overall curtailment in light truck production to 14 percent for the five months beginning with August. Approximately 109,000 may be produced during the period, compared with 127,000 produced during the same period of 1940.

OPM Extends Priority Order To Aid Truck Production

WASHINGTON.—A month's extension of the program to facilitate production of heavy motor trucks, medium trucks and truck trailers has been announced by Donald M. Nelson, priorities director. The extension does not change the basic provisions of the program. Although revisions of the program are under consideration, it is being extended to Dec. 31 in its present form in order to permit manufacturers to place December orders for steel immediately. Manufacturers now are cut out of all December mill schedules.

Extension also applies to production of certain passenger carriers and necessary replacement parts. It means that during the period Sept. 1 to Dec. 31, producers may manufacture two-thirds the number of medium motor trucks, truck trailers and passenger carriers produced during the first half of the year, except that all trucks ordered for specific defense purposes, as defined in the order issued Sept. 14, may be produced without limit.

No restrictions are placed on production of heavy motor trucks which are carrying most of the national defense truck transportation load. The extension also means that manufacturers of replacement parts may produce during the period 80 percent of the number of parts sold for replacement purposes during the first half year.

A month's extension also is provided for limited preference rating

(See PRIORITY, Page 11, Col. 5)

International Adds Two Delivery Models to '42 Lin

Truck Operators in Canada to Hold First Convention

MONTREAL.—Motor truck operators from all parts of Canada will meet in Toronto Nov. 28-29 for the first national convention of the trucking industry organized by the Canadian Automotive Transportation Assn. The convention will be held in the Royal York hotel.

Feature speaker at the gathering banquet will be Jos. B. Eastman, chairman of the United States Interstate Commerce Commission, outstanding authority on transportation.

The committee in charge of convention arrangements includes, in addition to common and contract carriers, representatives of milk carriers, furniture movers, livestock haulers and dump truck operators. Morley J. Pape, of Toronto, is convention chairman and J. O. Goodman, of Toronto.

ONE OF INTERNATIONAL'S new delivery models, just added to the 1942 line. It features body by Metro with extra loadspace, designed for light, bulky loads.

Salute to ATA

As spokesman for the Chrysler Corp. Dodge Truck division, Major Edward Bowes, in his regular nationwide broadcast Oct. 30, will salute the American Trucking Assns. representatives at the annual convention in Hotel Pennsylvania, New York City, and the 30,000 affiliates throughout the country, according to L. D. Cosart, sales manager, Dodge Truck division.

Extra Loadspace Provided In New Bodies by Metr

CHICAGO. — International Harvester announces two new models with all-steel, extra loadspace Metro bodies designed for light, bulky loads and for deliveries and services that require man-high work space in panel bodies, as additions to its line of trucks for 1942.

These new models, designated as K-1-M and K-3-M, each in two wheelbases, are ½-ton and 1-ton units respectively. Both sizes are made with 225 cubic-foot payload capacity Metro bodies on 102-inch wheelbase, and with 280 cubic-foot bodies on 113-inch wheelbase.

The increase in payload space is as much as 131 percent on the new ½-ton units, and as much as 97 percent on the 1-ton units, it is claimed. The new Metro bodies are 93 inches long and 114 inches long, behind the driver compartment. Both are 70 inches wide and inches high inside.

Claims are made that this of unit will earn substanti greater profits per truck and route. Another advantage is sai be in garaging and loading. bodies have been designed to the driver time and fatigue, to the man-high ceilings, high, wide doors, the eas loading and working the load the greater space available, the short wheelbase. In some ations it is said that this savin time will amount to from on two hours a day.

The new models are not com sions. The chassis, which inc rate the new International G Diamond engine, new brakes other new features, has been signed and built for the extra-c city Metro bodies which are m factured exclusively for Int tional trucks. The lift-type "magic" rear door, which is a raise and lower easily, is stan equipment. Double rear doors hinged type are available as s equipment.

Prompt Action Urged on Truck Bus Invento

WASHINGTON.—The step in the drive for quick co tion of the National Defense and bus inventory was taken week when a number of started mailing follow-up lette questing all truck and bus o who have not made returns so immediately, Acting F Works Administrator John N announced last week.

Truck and bus owners where seem to be anxious operate, Edy said, but he p out that the success of the tory hinges on the completen the registration and the speed which it is finished.

He also emphasized that all ers of trucks and busses make returns in the inventory only vehicles exempt, he state ambulances, hearses, and fi partment equipment.

Officials in charge of the tory said that the question, "I of an emergency would you tarily hire or lease vehicle federal agency?" is misunder by some owners. Some truck ers think that since they we interested in hiring or leasing truck to the government it wa necessary for them to fill ou questionnaire-card.

The inventory is being take the purpose of setting up n records of all trucks and buss possible use in organizing hig transportation for national de

Crecca Named By N.J. Truck

NEWARK.—Daniel J. Crecca been appointed business man of the New Jersey Motor T Assn. by its board of director

He has been manager of service bureau of the associ for the past six years and f years was manager of the S pers' Service and Foreign T Bureau of the Newark Cha of Commerce.

Election of seven member serve as directors of the Ame Trucking Assn. also has been nounced. They are: Robert Jac of Fine & Jackson Trucking C Inc., Kearny; Thomas Cullum Cullum Trucking Co., Jersey C William McKenna of Arrow C rier Corp., Paterson; R. Al Gratale of Gratale Brothers, boken; Griswold B. Holman George B. Holman & Co., Rut ford; James McArdle of M. & Hauling & Distributing Co., Je City; John F. Winchester, St ard Oil Co. of New Jersey, Charles Ozzard of Selover Truck Co., South River, and Charles Roemer, Newark, alternates.

DESIGNED TO MEET EVERY BRAKING REQUIREMENT FOR TRUCKS, TRACTORS, TRAILERS, AND BUSES. Wagner engineers have developed three distinct air-brake systems—each one designed to meet a specific braking requirement. These three systems are shown diagrammatically at the left and are available and applicable for all types of commercial vehicles.

EQUIP YOUR VEHICLES WITH WAGNER AIR BRAKES

Today, one of the most important considerations in the profitable operation of commercial vehicles is their cost of upkeep, and the most important item, in this respect, is the braking cost. Higher speeds, heavier loads and increased competition demand high braking efficiency if pay-load profits are to be maintained.

Successful operators have been quick to realize this, and many of the leading fleet operators and truck owners who have already equipped their rolling stock with Wagner Air Brakes are reporting decreased truck maintenance.

ALL PARTS THAT MAKE UP THE WAGNER AIR-BRAKE SYSTEMS ARE RUGGEDLY BUILT AND EASY TO INSTALL

1. Wagner Rotary Air-Compressor — Available only in Wagner Air-Brake Systems. 2. Wagner Power-Cluster —Simplifies the application of air power to hydraulic-brake systems. 3. Hydraulic Cam-Brake Actuator — Provides hydraulic-brake actuation for cam brakes as well as easy brake adjustment. Intended for heavy-duty vehicles and buses equipped with cam-operated brakes. 4. Application Valves—Three types available: treadle type (shown), push type, and lever type. Controls the air power applied to the particular system used. 5. Power Cylinder — Converts the energy contained in compressed air into mechanical force. 6. Relay, Quick-Release, Emergency Valve — Provides a high degree of safety and efficiency in trailer-tractor operation. Installed on trailer. 7. Hand-Control Valve—For dual valve control—applies trailer brakes only. 8. Air Gauge — Shows air-reservoir pressure. 9. Shut-off Cock — Provides a simple method of shutting off air to trailer when trailer is disconnected. 10. Pressure-Distributing Valve — Provides a positive means of applying trailer brakes ahead of tractor brakes.

ONE...Wagner Hydrair Brake...The system that provides air-powered hydraulic actuation for heavy-duty vehicles equipped with cam-operated brakes. Easily installed on production-vehicles and gives the vehicles you manufacture and sell an added sales feature.

TWO...Wagner Air-Hydraulic Brake...The ideal system for converting vehicles equipped with manually-operated internal hydraulic brakes into REAL air-powered hydraulic brakes. Simple to install without disturbing the present hydraulic system—merely substitute air power for manual effort.

THREE...Wagner Straight-Air Brake...Where straight-air operation is desired, Wagner can supply a superior system to give reliable and efficient actuation for cam-brake-equipped vehicles.

WRITE For complete information on the three Wagner Air-Brake Systems TODAY

K41-8A-AN K41-8A

Wagner Electric Corporation
6400 Plymouth Avenue, Saint Louis, Mo., U.S.A.

Gentlemen:—Please send me complete information on the three Wagner Air-Brake Systems, covered in Bulletin KU-58.

NAME_____ TITLE_____

COMPANY_____

CITY_____ STATE_____

Expect 2,000 Truckers At ATA Session Today

(Continued from Page 7)

tively, of Joseph Robertson, San Francisco, and Charles P. Clark, St. Louis.

Personnel problems to be discussed on Tuesday, will include the "growing shortage of driving and mechanical personnel," "new driver selection and training methods necessitated by personnel shortage;" "changes in disciplinary methods;" "new personnel problems in the terminal."

Wednesday's session will be opened with a breakfast meeting of the taxation and reciprocity committee under the chairmanship of Carroll Roush, Akron, O. Later in the morning "national defense and the motor carrier industry" will be discussed by Maj. E. C. R. Lasher, chief, commercial transport branch, U. S. Army.

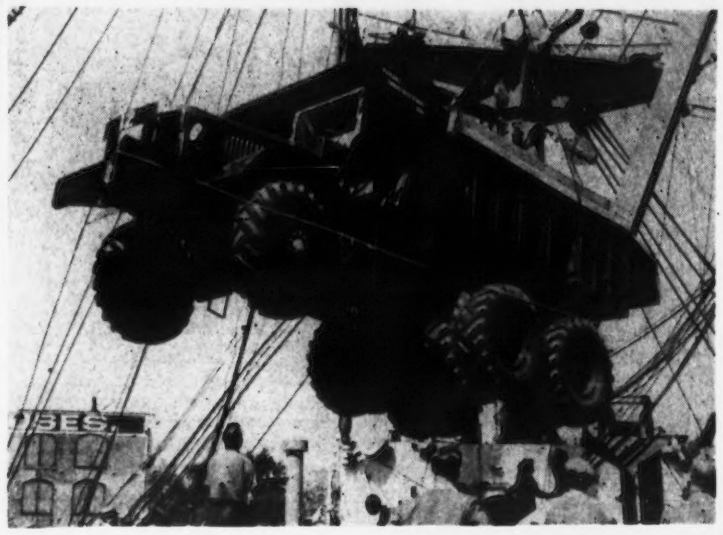
In the same session the business development section will be addressed by John G. Jones, vice-president, Alexander Hamilton Institute, and also by A. C. Schier, general traffic manager of General Foods Corp. Later in the day the industries problem if fuel rationing comes, will be discussed by Errol J. Gay, of Ethyl Gasoline Corp.

Highlight of the Wednesday luncheon meeting will be a talk by Col. Willard Chevalier, publisher of *Business Week*.

The evening will see the finals of the Roadeo at Madison Square Garden, with presentation of national awards by Mayor LaGuardia of New York City. State champion awards will be made by Michael J. Cashal, while Ted Husing, radio announcer, will be master of ceremonies.

The Thursday session will open with a meeting of the resolutions committee and wind up with the annual banquet. Meanwhile the annual business session of the directors of the ATA will be addressed by Interstate Commerce Commissioner John L. Rogers.

A complete program of entertainment for the ladies has been arranged for every day of the convention, starting with a "get-acquainted" cocktail hour on Sunday and winding up with a fashion show on Thursday.



HERE IS one of the 53 giant dumpers Mack recently completed, in record time, for use in building new locks at the Panama canal. Forty of the dumpers were six-wheeled, four-wheel-driven jobs of 25-yard capacity.

Canada Launches Campaign to Keep Truckers in Line

MONTREAL.—War has been declared on truckers not conforming with the provincial government's act assuring the efficient control of transportation and communication companies. Launched a few days ago, the campaign has already resulted in 75 operators, companies as well as individuals, being arraigned on different charges, the majority of which concern operations without authorization obtained from the Provincial Transportation and Communication Board.

Other accusations allege that truckers are carrying merchandise outside the territorial limits set by the board, when applications for permits were made, and transporting merchandise other than that specified in the authorization.

Truckin'

(Continued from Page 7)

count manager for Maxon Advertising Agency on the Ford truck account. George jumped the truck business for a while when he took over the task of exploiting the 57 varieties. But he has washed off the vinegar and benzoate of soda and is back truckin' again.

* * *

AS BEN BERNIE would say it, "Yowzer, yowzer, my oh my how these ex-Reo Lads do keep boiling to the top." Reo was evidently a grand training school for truckin' men. There's Henry DeHart who was George Eversman's predecessor at the ad manager's desk at Reo. He's been advertising manager at General Motors Truck ever since he left Lansing to take his present job.

* * *

THE OLD Reo gang is a great bunch—fighters all and trained in the down-to-earth lore of the truck business. The "Reo Folk" went deeper than publicity print. There's quite a number of the boys still blitzkrieging on the truck front. There's Carl Parker, of Diamond T, who got jealous and grew jowls as big as mine just to let me know that I wasn't the only truck man that could look well-fed. And Jake Reed, of Studebaker truck, who used to direct the destiny of Reo Speed Wagon sales in Michigan—and take a bass on a fly rod once in a while in a lake near Ionia, which was a bass-fly fisherman's idea of Heaven. And Lee Force, now a Nash dealer in Detroit, just down the street aways.

There may be others—most likely are but I've lost track of them. If they are still in the truck business—now's their chance to get into the roundup. What with Old Timers Clubs and everything, why not an ex-Reoite organization? I'll hereby appoint myself receiver of records, as I once carried a factory pass admitting me in all doors of Reo for a number of years. No, I wasn't on the Reo payroll, just played a pest role.

* * *

AS I WRITE, this Friday, the great exodus is on—truck men from Michigan going down to the ATA Convention. This year's powwow looks from this conning tower like a hot and heavy one, what with priorities and ICC problems and other operating difficulties that must be met and licked.

AUTOMOTIVE DEALERS: The campaign to "keep America's trucks rolling" points up the need for *the best truck service you can give.* International dealers, backed by 250 Company service branches, are pledging themselves to this task, *in defense of the nation, in support of American business!*

In Defense of the Nation . . .
In Support of Your Business
INTERNATIONAL Plays Its Part

IT TAKES a lot of trucks, rolling on the highways, to keep this nation healthy and prosperous in normal times. *Think of what it takes today!*

The *Army* needs a lot of trucks. So does the *Navy.* And the *Marines.* And back of the Armed Forces the gigantic *defense industries* demand an endless stream of truck transports to keep production soaring.

It is obvious that new trucks for commercial use will be increasingly hard to get. If this spells trouble for your business, here's one sure way to lick it!

Give your trucks the *best service you can get*—the kind you find at International's 250 Company-owned service bases and thousands of dealer service stations—*Triple-Diamond Service,* brought up to new efficiency. In defense of the nation, *in support of your business,* let's keep America's trucks rolling!

INTERNATIONAL HARVESTER COMPANY
180 North Michigan Avenue Chicago, Illinois

An example of International precision service—locating pinion and ring gear cone centers in truck rear axle.

• • •

Here are three important ways to save money and save trucks at International's big service bases:

1. When it's cheaper to repair a part than to buy a new one, International mechanics have the precision tools to do work quickly and efficiently.

2. When a part needs to be replaced with a new one, you'll get it *at once* from the stock of genuine International factory-built parts—identical with those used in new International Trucks.

3. When your engine needs a complete overhaul, you can save time and money with a new International *Green Diamond Engine* cylinder block assembly. Costs 25 to 30 per cent less than individual parts.

INTERNATIONAL TRUCKS

Truck Operators Urged To Prepare for Crisis

(Continued from Page 7)

now.' That advice is valuable because it comes from a free country that failed to make plans, restricted truck transportation, has learned the flexibility of motor trucks and because of these things is reduced to scrambling for a solution under an emergency.

"One plan that has general approval there is a so-called road transport pool," Horner said. "Business groups organized traffic pools and local and long-distance for-hire haulers were invited to join. So specialized traffic pools grew up in large shipping centers. Vehicle ownership is not affected. Participation is voluntary. Payments are based on profits of a standard year and there is no profiteering.

"Planning by the truck industry of the United States should include study of the ports and large terminal and industrial areas where congestion of transportation facilities and disruption of distribution services are most likely to occur when the all-out effort begins hitting on all cylinders and also in the event that this country is attacked.

"When the critical areas have been determined, steps should be taken to plan the formation of pools of trucks that would be called into being at the first indication of a developing transportation emergency.

"If we are attacked, these pools would be called into being and stand in readiness to furnish emergency aid to bombed areas, and supplementary aid to military forces if they found such assistance imperative," Horner continued.

"Planning should include managerial control of pools. Control of a pool should not be in the hands of committees or in the hands of bureaucrats. It should be vested in a man with brains and ability, a man who knows truck transportation, and that man should be given a free hand to pick his staff of advisers and be given dictatorial powers in the operation of the pool. Committee haggling is just another form of congestion.

"But before the industry can make plans for the establishment of pools, it must know what sorts of vehicles are available for pooling purpose. It is essential, therefore, that a census of trucks be taken which would reveal the types of body equipment in use and the load capacity of the equipment," Horner said.

"It would reveal where the equipment is garaged, and should procure from all classes of truck owners an idea of the number of trucks they have in reserve to take care of traffic peaks, and what vehicles of that reserve they would make available for pooling purposes. This available reserve should be catalogued, and for the duration of the emergency be kept up to date.

"I realize only too well that the pooling idea is a radical one, and that the suggestions I have made do not begin to cover the many organization problems now and solve them in such a manner that we will be able to handle the emergencies that will inevitably arise.

"Unless we make definite plans now to take care of them efficiently, we will certainly experience commandeering of vehicles by local, state and federal authorities, which will disrupt normal road transport services, prove far more costly to the industry and the nation than the remedy I suggest, and simply intensify the emergencies," Horner declared.

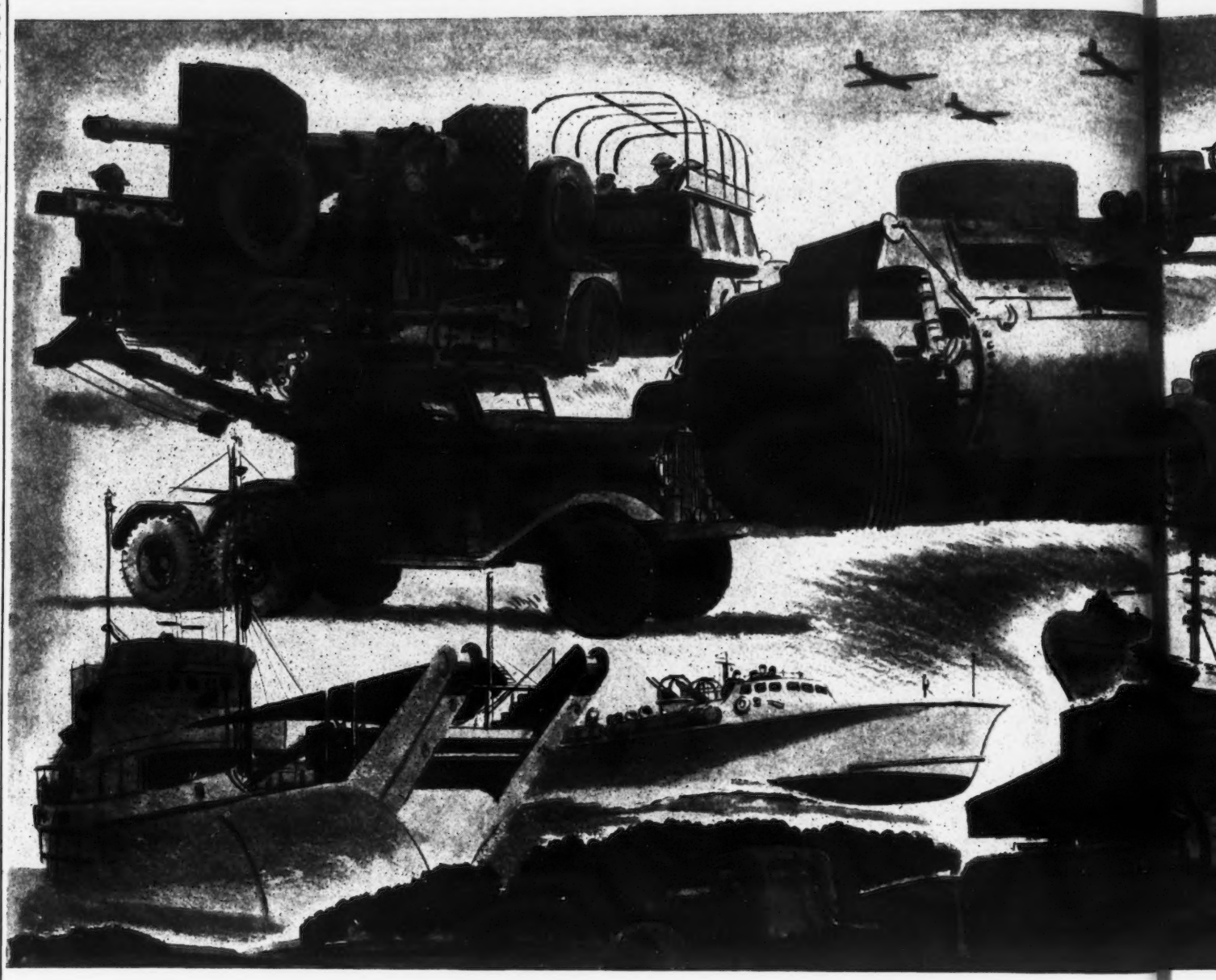
"The inventory of commercial motor vehicles, which has been dragging along since August of 1940—through the labyrinth of government departments, etc.—at last is being started this week. Within a few months we should begin to obtain some very revealing and exceedingly useful figures on which we can base certain conclusions with respect to what we have available in truck and bus equipment throughout the whole country."

THE MODERN truck service station is fast becoming a thing of beauty as well as efficiency, as shown by this exterior view of the Florida Motor Truck Sales, Inc., Miami, distributor of White trucks and buses. Extensive show windows, broken into horizontal panes, provides a good view of the interior displays.

Truck Wages To Be Discuss

WASHINGTON.—A public h ing on a 40 cent minimum recommendation of the Pru Motor Carrier Industry Comm will be held Dec. 1 at 10 a Mezzanine Room A of the flower hotel here, it was annou last week by Gen. Philip B. F ing, administrator of the Wag Hour Division, U. S. departme labor. Major Robert N. Campb the labor department will pre

Any person may appear in port or opposition to the re mendation by filing with the ministrator not later than No a notice of intention to appe



. . . AND DEFENSE WILL ROLL

WITH MODERN CONTROL

AN ORGANIZATION WHOSE UNDIVIDED EFFORT AND COMP

Schwab to Head Detroit Region for Fargo Corp.

DETROIT.—Chrysler Corp. announces the appointment of Charles J. Schwab as Detroit Regional manager of their fleet sales division, Fargo Motor Corp.

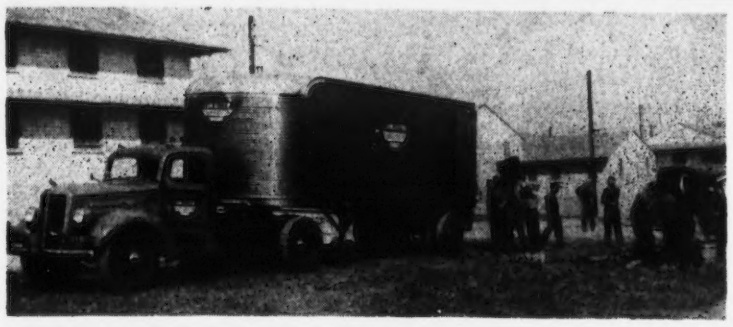
C. J. Schwab

Schwab was formerly Fargo regional manager at Pittsburgh. He has had many years of experience in the motor vehicle industry, particularly in commercial and fleet sales operations, and is well qualified to handle the requirements of fleet buyers of automobiles and trucks.

Auto-Lite to Award Safety Directors

TOLEDO.—Sixteen winning truck fleet safety directors entered in the Seventh Annual Safety Contest sponsored by the American Trucking Assns., Inc., are to be presented with awards by The Electric Auto-Lite Co. in recognition of their fine effort in helping keep America's highways safe. Supplementing association recognition, Auto-Lite's presentation of awards will take place at the ATA convention in New York on Oct. 28.

First place award to be given to eight safety directors of various truck fleet classifications, is a handsome, engraved chronograph wrist watch. An onyx desk set, with two fountain pens and a perpetual calendar, is Auto-Lite's gift to each safety director to finish second in the eight fleet classifications.



SCENES SUCH as this, with commercial motor truck operators aiding the Army when the 28th Division moved to the Second Army Corps maneuvers, were a common sight at Indiantown Gap. Pennsylvania Motor Truck Assn. and the American Truck Assns. recruited 70 tractor semi-trailer trucks to coordinate the division's own vehicles in the first movement of an entire division "on rubber."

Million Light-Truck Users Seen Penalized

(Continued from Page 7)

of the less than 1½-ton trucks on a blanket order and withholding from essential users of this size truck the advantages of even a limited priority for the purchase of materials for their manufacture.

Another very interesting point, which shows up in this survey, is that 67.80 percent of all of the trucks owned by farmers and those who serve farmers entirely—such as haulers of milk from farm to creamery, haulers of live stock from farm to market and grain elevators—are under the 1½-ton capacity. It is seen that the primary use of the 1½-ton truck in this field is by haulers of milk and livestock to collecting station or slaughter house, since 17 percent of the entire truck ownership in this classification is 1½-ton trucks, with stake bodies and 10 percent is 1½-ton trucks with special bodies, and only 3.12 percent is tractor-trailer.

It is also interesting to note that of the trucks used by this farm group, 58 percent have pickup bodies, 24 percent have stake bodies and 13 percent have special bodies, contrasted to the showing of slightly over two percent having panel bodies and about three percent having tractor-trailer equipment.

From a body style standpoint on trucks of less than 1½-ton capacity, the farm group ownership shows 84.20 percent use pickup bodies and approximately 10 percent have stake bodies with special bodies accounting for a little over three percent.

In the hauling of food stuffs (fisheries, wholesale grocers, fruit and vegetable commission men, milk and dairy producers and poultry and egg packers and producers) 35 percent of all hauling is handled in half-ton jobs and 24 percent is carried in ¾-1 ton jobs. Forty-four percent of the bodies on these ton and under jobs are pickup, 36 percent panel, 10 percent stake and 10 percent special.

Here again it is seen that the style element does not figure in the purchase or replacement of these units to any alarming degree, if at all. Buyers do not replace pickup, stake or refrigerator trucks until the truck is so badly worn out that it costs more to operate it than is economical.

Taking the survey of all types of users, it is seen that contrary to general impression the great bulk of the lower tonnage vehicles are bought for straight general utility purposes with no style element considered in their purchase, despite the fact that they are mostly built by the passenger car builders and are slightingly referred to as "passenger car" trucks. Seventy-three percent of all the half-ton trucks checked by this national survey of 1941 trucks, owned by individuals, are equipped with pickup bodies while 53 percent of the ¾-1 ton jobs are pickup, 17 percent are stake and 11 percent have special bodies.

Considering that this national survey was limited to trucks bought in 1941 and to individual owners, and does not take into consideration trucks owned by corporations, public utilities or in fleets, it is evident that little attention has been given to the needs of producers of foodstuffs, a civilian product that is vital to the success of any National Emergency program. The growers of foodstuffs—farmers, poultry men, orchardists and stockmen—own 44 percent of all trucks on the roads not including the trucks also necessary to the hauling of food-stuffs to market.

The ability to replace trucks used by those essential haulers is just as vital to the welfare of the nation during times of stress as the hauling of heavy freight which has been given the green flag of A-3.

Priorities

(Continued from Page 7)

order P-54, which assigns an A-3 rating to materials going into heavy motor trucks (3 tons or more), medium motor trucks (1½ tons or more), truck trailers (5 tons or more), passenger carriers (motor or electric coaches with not less than 15 seats) and replacement parts as specifically listed in the Sept. 14 order. The preference rating may be applied to purchase orders placed before December 1 and calling for deliveries prior to Dec. 31. The rating permits producers and their suppliers to obtain necessary materials and parts up to the maximum limitation as fixed in limitation order L-1-a.

True, not a branch of America's armed forces is without the positive protection of genuine Bendix-Westinghouse Air Brakes and Air Control Devices ★ Of equal importance is the obviously less glamorous though vitally important role this same Bendix-Westinghouse Equipment is assigned in the everyday job of moving men and materials . . . both invaluable to the nation's defense effort ★ Neither assignment is new to the Bendix-Westinghouse organization which has spared no effort to augment its research, development and actual production that no field of activity will be without the fully competent service and traditional dependability expected of the products ★ And so it is that Bendix-Westinghouse aligns itself solidly, and to the man, with the national defense effort that we in America may continue to enjoy the countless advantages of Democracy for which modern transportation is so largely responsible ★ Bendix-Westinghouse appreciates fully the confidence you and the nation have placed in its products and, in return, pledges its complete resources to the fulfillment of the promise you have every right to expect from the world's standard of safety . . . genuine Bendix-Westinghouse Air Brakes and Air Control Devices.

BENDIX-WESTINGHOUSE AUTOMOTIVE AIR BRAKE CO.
ELYRIA, OHIO

★ ★ ★

RESOURCES ARE DEVOTED TO YOUR CONVENIENCE AND SAFETY

'Tailored Transportation' Keynotes '42 Reo Truck

More Power, Better Economy, Improved Brakes Are Cited

LANSING.—Modern streamlined gas and diesel-powered truck chassis in gross capacities up to 33,700 with tractor and trailer combinations up to 68,000 lbs. are included in the 1942 Commercial line offered by Reo Motor's, Inc. Following Reo's Tailored Transportation theme, chassis and body combinations are available to provide custom-built transportation to meet the specific requirements of industry in varied lines.

Retaining Reo's fundamental principles of design, advancements in the new models are headlined by larger engines with increased torque and correspondingly heavier drive lines. Power for an even broader range of hauling requirements than previous Reo models is thus provided.

Gross ratings, which have been increased 1,000 lbs. in the new Reos, are as follows: Model 19, 14,000 lbs.; 20, 16,000 lbs.; 21, 18,000 lbs.; 22, 20,500 lbs.; 23 and 23H, 23,000 lbs.; 25, 27,400 lbs.; 27, 33,700 lbs.; truck wheelbases are from 120" to 235".

New models are powered by modern 6-cylinder 7-bearing engines ranging in displacement from 228 to 517 cu. in. and having torque capacities of 177 to 369 ft. lbs. Power plants of time-tested basic design are said to incorporate refinements which promote performance, economy and long life. Improved water circulation throughout cylinder block and head is claimed to prevent block distortion and protect valve seats, prolonging the periods between valve grindings. Provision for full circulation of air around entire engine maintains low underhood temperatures. Another engine refinement pointed out is the double drive fan pulley, which also contributes to dependable cooling, lengthens fan belt life and promotes maintenance economy.

Four-speed transmissions with helical countershaft and helical 3rd gear are standard on Models 19, 20, 21 and 22. (5-speed transmission, either direct drive or overdrive, also auxiliary transmission are optional at extra cost). Models 23, 23H, 25 and 27 are standard with 5-speed direct or overdrive, or auxiliary transmission.

Balanced tubular driveshafts are used on all models. Due to Reo's "More-Load" feature, driveshafts are claimed to be shorter for given body length than the conventional design.

On Models 19, 20, 21, 22, 23 and 23H spiral bevel axles are standard, with double reduction and 2-speed double reduction axles optional at extra cost. Models 25 and 27 are standard with double reduction axles, 2-speed double reduction and spiral bevel optional.

Modern improved steering gear is pointed out as a feature of the new Reos, with special size and construction to assure long-life and consistently satisfactory performance as well as ease of operation.

Models 19 and 20 have internal hydraulic brakes as standard with booster optional at extra cost. Models 21 to 25 inclusive have hydraulic brakes with booster standard. On Models 21 to 25 inclusive Westinghouse air brakes are optional at extra cost. Model 27 has Westinghouse air brakes as standard.

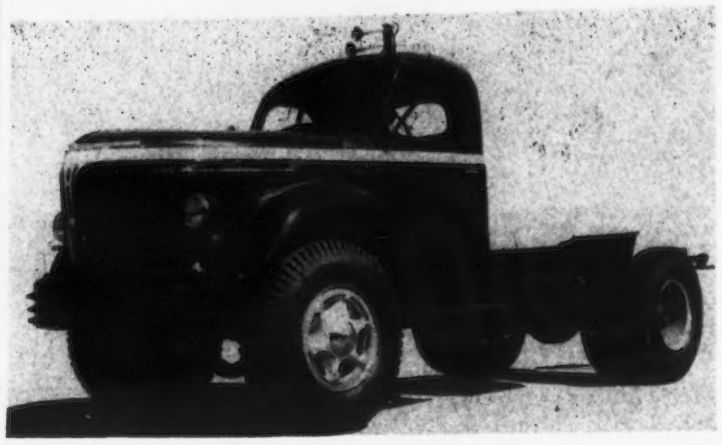
All models are fitted for hydraulic pressure chassis lubrication.

Lighting equipment on all models is sealed-beam headlamps and new type generator with increased output and voltage regulator.

All Reo models are available with tandem axles both "driving" and "dead axle" types. With this equipment, the heavier duty Reos are said to be used extensively for logging and other types of service requiring traction and load capacity.

Models 21 and 22, powered by 310 cu. in. engine and equipped with double reduction 2-speed axles, are popular, it is claimed, with motor carriers because of ability to deliver sustained high speed performance combined with economy. The extra heavy duty Reos are also used in this service where extremely large loads and steep grades are factors to be considered, it is said.

Reo "More-Load" design is claimed to accommodate the same pay-load as corresponding commercial units while saving 15 to 20 inches in wheelbase and assuring ideal weight distribution. Among other advantages claimed for the entire new line of Reos are: 2 to 4 feet shorter turning radius; extra heavy chassis frame construction; interchangeability of units and accessibility of all major mechanical parts.



GIANT OF REO'S 1942 line of trucks, this Model 27 is powered by a 517-cubic-inch engine and carries a gross rating of 33,700 pounds.

Gormley Elected PMTA Secret

HARRISBURG, Pa.—(UTP) Harry L. Gormley, of the Key Lawrence Transfer & Storag New Castle, was elected sec of the Pennsylvania Motor Assn. at a recent meeting board of directors. He will f unexpired term of George D Modern Transfer Co., Allent

Seven Pennsylvania memb the board of directors of the A ican Trucking Assns. were as follows:

W. W. Ward, Ward Truckin Altoona; Ted V. Rodgers, R Motor Lines, Scranton; Fred ger, Terminal Warehouse Co Gavin W. Laurie, Atlantic R Co., both of Philadelphia; W. Brearley, Autocar Co., Ar Samuel Niness, Leeman Tra tation Co., Downingtown, Gormley. Rodgers is preside ATA and Niness preside PMTA.

These alternate directors w so elected:

Robert Posey, Shirk Moto press, Lancaster; Albert K Babiger-Kramer, Inc., Philade J. Lee Kirby, Kirby Trans Storage Co., George A. Far Rieck-McJunkin Dairy Co., Charles C. Rosen, Chas. C. Transfer, all of Pittsburgh; Blackburn, Blackburn Bros., ton, and J. R. Eldridge, Truck Equipment, Harri They will represent PMTA ATA convention in New York Oct. 27 to 30.

Hickman Reveals New Truck Seats

EDEN, N. Y. — New Hickman "cab-over-engine" truck seat model has been announced by Hickman Pneumatic Seat Co., manufacturers of Hickman standard full-floating truck seats.

Among the patented design and construction features are the coil spring and automotive type rubber bushing suspension mountings that permit back and bottom cushions to move in unison eliminating rubbing, scrubbing, and wearing out of cushion cover and driver's clothing, it is claimed. In addition, this suspension eliminates all friction of moving parts from the entire seat, absorbs vibrations from minute jiggles to heavy pounding jolts, and produces short, slow-motion, controlled up and down ride movements. Yoke type links keep movement in line, reducing horizontal seat motion and preventing wobbly sway of the seat.

The new easier, softer ride is said to produce steadier acceleration by keeping driver's foot from continually jumping on accelerator pedal at each bump. This smoother driving control not only saves fuel but reduces expensive wear and tear on motor, transmission, drive shaft and rear end, it is claimed.

HICKMAN "full-floating" truck seat.

New Commercial Car Registrations, 39 States for Sept., 1941-1940

Figures supplied by R. L. Polk & Co., New York City area by Sherlock & Arnold and New Jersey figures by Automotive Listings Inc., Trenton, N. J.

STATES		Autocar	Brockway	Chevrolet	Diamond T	Divco	Dodge	Federal	Ford	G.M.C.	Hudson	International	Mack	Plymouth	Reo	Studebaker	White	Willys	Misc.	TOTAL		STATES
Total 6 States for September	'41	9	6	619	15	2	246	7	391	256	1	411	21	18	5	37	22	6	11	2083	'41	Total 6 for Septe
	'40	4	2	383	17	14	126	5	295	142	3	338	13	28	11	2	12	7	1	1402	'40	
Arizona	'41	1		72	2	2	26		50	28	1	29	1	1		3	1	3	2	222	'41	A
	'40			69			24	1	38	26		26		4						188	'40	
Arkansas	'41			316			96		322	102		146		6		14		3		1005	'41	Ark
	'40			211	2		33		241	39		72	2	7			2	2	1	612	'40	
California	'41	18	1	993	27	16	311	7	579	369	5	423	45	13	25	47	55	26	32	2992	'41	Cali
	'40	6		827	23	13	248	11	439	293	4	345	43	30	7	6	32	30	26	2383	'40	
Colorado	'41			190	6		71	1	93	52		73	5	6		10	2			509	'41	Co
	'40			130	1	26	33		112	34		77	1	4	1		1	1		421	'40	
Connecticut	'41	3	13	114	11		67	2	67	45		103	33	5		7	11		9	490	'41	Conn
	'40	2	5	69	8	1	34	6	88	28	1	84	26	2	1		9	1		365	'40	
Florida	'41			224	4		107		248	51	2	109	26	11	1	7	5	13		808	'41	F
	'40			172	4		60	1	181	26	1	78	12	12	1	2	7	14	1	572	'40	
Georgia	'41			418	1	2	107		254	99	1	177	29	6		10	18	2	1	1125	'41	Ga
	'40			429	2		156	1	455	146	3	202	4	9		2	7	3		1419	'40	
Idaho	'41			137	4		33		59	48	1	71		2		6		2	3	366	'41	I
	'40			126	4		29		55	15		40		2					2	273	'40	
Iowa	'41			307	13	2	101		182	59	2	294	4	14	1	12	1	6		998	'41	
	'40			244	10	1	51		252	29	2	228	4	2		1	1	1	3	829	'40	
Illinois	'41	3		622	56	6	270	4	409	188		553	36	18	9	23	45	4	12	2258	'41	Ill
	'40	2		539	68	7	165	7	399	124	1	400	17	24	9	7	32	9	14	1824	'40	
Kansas	'41			327	12		68		186	61		153	1	9		9		1		827	'41	K
	'40			218	6		47		113	23		104	4	8	1	1	2	2	1	530	'40	
Louisiana	'41			187	7		56		133	32		142	2			11	4	4		578	'41	Louis
	'40			225	5		44		272	15		126	4	9		1	3	5	2	711	'40	
Maine	'41	1	1	144			48		108	25		56	8	4	2	5	3	1	7	413	'41	Me
	'40		2	171			30		111	31	2	52	10	2	2		3	2		418	'40	
Maryland	'41	19	5	198	7	1	126	7	56	45	1	115	22	1	4	7	36			650	'41	Mary
	'40	9	4	118	12	2	62	6	117	40		92	21	5	4		21		1	514	'40	
Massachusetts	'41	21	16	247	20	10	126	14	165	109	2	212	61	5	6	13	41	2	5	1075	'41	Massach
	'40	21	7	246	11	13	127	4	208	92		130	49	12	10	1	39	2	2	974	'40	
Michigan	'41			367	16	23	199	13	322	156	3	221	11	3	3	14	8	2	1	1362	'41	Mich
	'40	2		344	16	10	150	7	570	148	1	248	12	17	4	4	2	10	2	1547	'40	
Minnesota	'41			228	5		92	1	153	60		189	2	6	6	9	10		1	762	'41	Minn
	'40			274	6		62	4	173	51		179	3	7	2	1	9			771	'40	
Montana	'41			184	5		35		76	32		86		4		8	4	4		438	'41	Mon
	'40			214	6		36		89	34	1	105		5		2		2		494	'40	
Nebraska	'41	1		182	10		27		86	42		111		1		4	6		12	482	'41	Nebr
	'40			121	2	3	16		121	18		95	1	4		1	2	1	2	387	'40	
Nevada	'41			36			8		25	12		21		1		5		1	2	111	'41	Nev
	'40			23			4		7	11		6		3						54	'40	
New Hampshire	'41			55	1		11	1	27	8		29	10	2		1	1	1	1	148	'41	New Hamp
	'40			41	3	2	16	2	48	19		48	5	1		1	3	1		190	'40	
New Jersey	'41	34	52	267	33	11	100	12	135	153	2	199	62	3	5	7	31	3	2	1111	'41	New Je
	'40	8	22	191	19	11	70	7	169	77	2	179	53	8	3	3	11	7	4	844	'40	
North Carolina	'41	3		556	2		137	2	181	53	2	126	34	4		15	22	7	11	1155	'41	North Caro
	'40	4		291	1		85	1	239	36		93	23	12		2	14	8	13	822	'40	
Ohio	'41	16	1	544	31	18	294	15	320	264	1	533	58	9	5	25	100	6	5	2245	'41	
	'40	8		342	29	4	127	7	377	118		310	28	16	6	4	111	18	15	1520	'40	
Oklahoma	'41			394			113	1	253	68		178	3	6		7	10	1	1	1035	'41	Oklah
	'40			326	4		57	1	244	45		141	5	6		1	7	9	2	848	'40	
Rhode Island	'41	6		26	4		23	2	29	14		37	7	2	2	2	6	1		161	'41	Rhode Isl
	'40	4		36	4	4	14	5	32	18		32	15	4			2	3	4	177	'40	
South Carolina	'41			173		1	78		143	25		27	7	2		6	1		1	464	'41	South Caro
	'40			156	1		49		97	27		49	2	5			1			387	'40	
South Dakota	'41			64			15		47	19	1	70				3		1	1	221	'41	South Dak
	'40			56	2		14		40	15		73		2				1		203	'40	
Utah	'41			115	2		23	1	80	37		51	3			3	2			317	'41	U
	'40			67		1	17		58	20		29	4				3	1		200	'40	
Virginia	'41	23	2	438	10	1	176	4	222	82		147	19	9	1	12	17	1	3	1167	'41	Virgi
	'40	5		295	2	1	98	1	216	38		112	7	7			5		2	789	'40	
Washington	'41			240	7	4	71		108	76	1	132	22	4		18	16	2	4	705	'41	Washing
	'40			140	14		86		92	47	1	124	14	6			8	1	9	542	'40	
Wisconsin	'41	1		252	11	2	95	3	168	74	2	149	3	10	3	4	12		6	795	'41	Wisco
	'40			227	7		78		165	37		125		8	2		17	2		668	'40	
Wyoming	'41			64	2		18		29	15		50		1	1	5	3	2		190	'41	Wyom
	'40			50	1		4		52	4		33		1	1				3	149	'40	
Total 39 States for September	'41	159	97	9300	324	101	3374	97	5706	2759	28	5422	535	186	79	369	493	105	133	29268	'41	Total 39 States for Septem
	'40	75	42	7371	290	113	2252	77	6165	1866	22	4375	382	272	65	42	366	143	110	24028	'40	
Total to Date	'41	1914	1670	168752	4692	1791	47687	1164	140830	34777	630	73449	7147	7255	1119	3762	7101	1571	1605	506916	'41	Total to Date
	'40	1151	1030	136567	4649	1267	41133	1164	113173	28060	562	55935	5260	7388	290	899	4556	1828	1585	406497	'40	

Rogers Warns of Shortage In Truck Transport

Asks Shippers and Receivers To Cooperate in Program

(Continued from Page 1)

Committee, composed of representatives of the public and bus truck operators, was appointed Budd to formulate and execute ns to insure an adequate supply commercial vehicles, to conserve present supply and to provide their efficient use.

Reporting that there are strong ications in certain sections of country that truck facilities faced with such rapidly growdemands that soon these dends may go beyond the capacity motor carriers to handle, Rogers d:

"All users of motor truck service earnestly requested to join the tor truck operators in a great perative drive to—'Keep 'Em ling!'" Detailed recommendans for cooperation between shipers and carriers were:

1. Notify the carrier of your rerements as far in advance as sible, particularly if shipments exceed 10,000 pounds, let him w the time the shipments will ready and make every effort to e the shipments ready when the ck calls.

2. If several carriers call daily your loading dock and some of trucks are delayed because y call at approximately the e time, an effort should be de to arrange with each carrier ime for its truck to call so that ter spacing will result and contion be reduced.

3. Shippers whose plants were signated primarily for rail loads and whose truck loading space inadequate to take care of the esent volume of truck movents, should give immediate conderation to the possibility of proding additional truck loading ace.

4. A study of your less-thanck-load shipments may reveal t frequently carriers are called on for more than one pickup a y and that the number of such lls can be reduced through carel planning in the shipping deartment.

5. Do not use motor trucks for storage purposes. Arrange to have trucks unloaded promptly upon arrival and in case of trailers left at your platform notify the carrier as soon as they are unloaded.

6. Provide the drivers with as much assistance as necessary to insure prompt loadings and unloadings.

7. Merchants and manufacturers who are operating on a reduced schedule of days per week or hours per day should attempt to work out some practicable means of keeping their shipping and receiving departments open during the full business day and week, thus eliminating "second calls" and the use of vehicles for storage purposes pending reopening of receiving departments.

Survey

(Continued from Page 7)

percent and demand exceeds pply.

Boston — Used truck inventories om 30 to 50 percent below average th increased demand for heavyuty trucks and tractors.

Birmingham, Ala. — Used truck ocks definitely low; not more than to 50 percent as many units on nd as last year. Shortage of anel and pickup trucks. Buyers illing to pay more.

San Antonio—Used truck stocks own to minimum. Panels, onenners and 3½-tonners moving lowly. Half-ton and one-ton pickps in greatest demand, with steady emand for long wheelbase trucks or hauling cattle, citrus fruit and otton.

St. Louis—Used truck stocks from to 65 percent below normal; ¾ nd one-ton express trucks sales low as are half-ton panels.

Cleveland—Used truck stocks beow average. Demand for 1½-ton take, half-ton pickups and halfon panels slow.

Chicago—Used truck stocks onehird off with demand for most sed truck models excellent; halfon panels and sleeper-cab heavyuty jobs very slow.

Denver—Good used trucks scarce with demand for 1½-ton jobs for hauling beets exceeding supply.

Seattle—Used truck stocks very low with some dealers reporting as much as 75 percent off last year. All models in brisk demand except light panels. Market for stakes limited.

Montreal—Used truck stocks are down with favorable demand for half and one-ton pickups, although stake and pickup models not selling as well as last year.

Commercial Car Registrations

Eight Months, plus 39 States for September

	Sept. to Date	Sept. Pos.	1941	1941 % of Industry	1941 Pos.	1940	1940 % of Industry	1940 Pos.	Unit Gain
Chevrolet	9,300	1	168,752	33.3	1	136,567	33.6	1	32,185
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Divco	101	13	1,791	.34	12	1,267	.31	11	524
Brockway	97	14	1,670	.32	13	1,030	.25	14	640
Willys	105	12	1,571	.31	14	1,828	.45	10	257*
Federal	97	14	1,164	.23	15	1,164	.29	12	.....
Reo	79	16	1,119	.22	16	290	.07	17	829
Hudson	28	17	630	.12	17	562	.14	16	68
Miscellaneous	133		1,605	.32		1,585	.39		20
TOTAL	29,268		506,916	100%		406,497	100%		100,419

N.B. The above figures do NOT include government deliveries.
*Loss

Ore. Truckers Ask Size, Weight Boost

PORTLAND, Ore. — Interstate motor truck carriers' representatives appearing before the state highway commission last week asked that the length and load limitations on trucks in Oregon be increased to conform with neighboring states by use of the permit system.

Not only the added cost of transferring cargoes to smaller trucks at the Oregon borders, but the heavy increase in motor hauling brought about by the business boom require relief, truckmen advise.

They said movements in national defense are being hindered by the fact that Oregon's law limits the length of truck and trailer to 50 feet and the weight to 54,000 pounds.

"Dealers Tell Me," by John O. Munn, is an open forum for the expression of dealers' opinions. It appears weekly in Automotive News.

FEDERAL BUILDS SOME OF THE BIGGEST ARMY TRUCKS

Plant facilities covering over half a million square feet of floor space produce the famous series of Federal Trucks.

HERE'S a brand-new piece of U. S. Army transport equipment that sets an all-time high in all-out motor truck performance. These special units are giants for power and gluttons for work—designed to negotiate sandy desert, swamp land, or broken terrain with equal ease. They will climb the steepest grades, buck snow and ice or mud, travel across country, go places where the ordinary truck would be helpless. Each one of these monster trucks carries a ten ton crane for emergency salvaging purposes, has a large electric power plant, big floodlights for night work, an electric winch, actually weighs twelve tons gross without a load and pulls a two section, sixty foot trailer besides. Some of the largest engines ever built for trucks power these giant six wheelers—engines four times the size of the normal automobile engine—with power distributed to three axles, front and rear. Air steering to aid in handling these trucks over roadless areas is another modern feature of design. They are lusty, husky, super transport units of custom design built for specialized duties by specialists in heavy duty motor truck construction. Significantly—Federal was selected by the Army to produce this equipment—a flattering acknowledgment of Federal's capacity to build motor trucks that stand up to any and every transport need or haulage requirement. We repeat—toss the tough jobs to Federal. A Federal Truck never lets you down. "They're really built to take it."

FEDERAL MOTOR TRUCK COMPANY • DETROIT, MICHIGAN

FEDERAL Trucks
SINCE 1910
KNOWN IN EVERY COUNTRY • SOLD ON EVERY CONTINENT

DEALERS: The future for the motor truck industry never looked brighter than it does today! Now is the time to investigate the profit advantages of a sound truck franchise—the Federal Franchise. Insure continuance of income. Sell and service one of America's best known, most widely respected series of trucks. Your territory may be open. A letter to our Sales Department from you will receive our immediate attention.

QUALITY TRUCKS AT PRODUCTION PRICES

'Tailored Transportation' Keynotes '42 Reo Trucks

More Power, Better Economy, Improved Brakes Are Cited

LANSING.—Modern streamlined gas and diesel-powered truck chassis in gross capacities up to 33,700 with tractor and trailer combinations up to 68,000 lbs. are included in the 1942 Commercial line offered by Reo Motor's, Inc. Following Reo's Tailored Transportation theme, chassis and body combinations are available to provide custom-built transportation to meet the specific requirements of industry in varied lines.

Retaining Reo's fundamental principles of design, advancements in the new models are headlined by larger engines with increased torque and correspondingly heavier drive lines. Power for an even broader range of hauling requirements than previous Reo models is thus provided.

Gross ratings, which have been increased 1,000 lbs. in the new Reos, are as follows: Model 19, 14,000 lbs.; 20, 16,000 lbs.; 21, 18,000 lbs.; 22, 20,500 lbs.; 23 and 23H, 23,000 lbs.; 25, 27,400 lbs.; 27, 33,700 lbs.; truck wheelbases are from 120" to 235".

New models are powered by modern 6-cylinder 7-bearing engines ranging in displacement from 228 to 517 cu. in. and having torque capacities of 177 to 369 ft. lbs. Power plants of time-tested basic design are said to incorporate refinements which promote performance, economy and long life. Improved water circulation throughout cylinder block and head is claimed to prevent block distortion and protect valve seats, prolonging the periods between valve grindings. Provision for full circulation of air around entire engine maintains low underhood temperatures. Another engine refinement pointed out is the double drive fan pulley, which also contributes to dependable cooling, lengthens fan belt life and promotes maintenance economy.

Four-speed transmissions with helical countershaft and helical 3rd gear are standard on Models 19, 20, 21 and 22. (5-speed transmission, either direct drive or overdrive, also auxiliary transmission are optional at extra cost). Models 23, 23H, 25 and 27 are standard with 5-speed direct or overdrive, or auxiliary transmission.

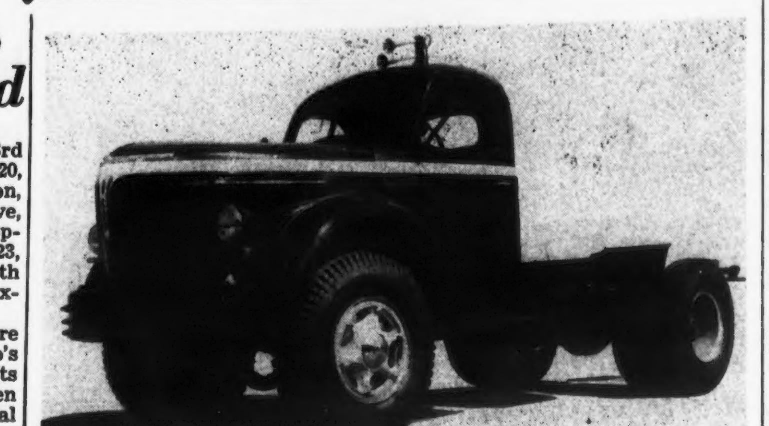
Balanced tubular driveshafts are used on all models. Due to Reo's "More-Load" feature, driveshafts are claimed to be shorter for given body length than the conventional design.

On Models 19, 20, 21, 22, 23 and 23H spiral bevel axles are standard, with double reduction and 2-speed double reduction axles optional at extra cost. Models 25 and 27 are standard with double reduction axles, 2-speed double reduction and spiral bevel optional.

Modern improved steering gear is pointed out as a feature of the new Reos, with special size and construction to assure long-life and consistently satisfactory performance as well as ease of operation.

Models 19 and 20 have internal hydraulic brakes as standard with booster optional at extra cost. Models 21 to 25 inclusive have hydraulic brakes with booster standard. On Models 21 to 25 inclusive Westinghouse air brakes are optional at extra cost. Model 27 has Westinghouse air brakes as standard.

All models are fitted for hydraulic pressure chassis lubrication.



GIANT OF REO'S 1942 line of trucks, this Model 27 is powered by a 517-cubic-inch engine and carries a gross rating of 33,700 pounds.

Lighting equipment on all models is sealed-beam headlamps and new type generator with increased output and voltage regulator.

All Reo models are available with tandem axles both "driving" and "dead axle" types. With this equipment, the heavier duty Reos are said to be used extensively for logging and other types of service requiring traction and load capacity.

Models 21 and 22, powered by 310 cu. in. engine and equipped with double reduction 2-speed axles, are popular, it is claimed, with motor carriers because of ability to deliver sustained high speed performance combined with economy. The extra heavy duty Reos are also used in this service where extremely large loads and steep grades are factors to be considered, it is said.

Reo "More-Load" design is claimed to accommodate the same pay-load as corresponding commercial units while saving 15 to 20 inches in wheelbase and assuring ideal weight distribution. Among other advantages claimed for the entire new line of Reos are: 2 to 4 feet shorter turning radius; extra heavy chassis frame construction; interchangeability of units and accessibility of all major mechanical parts.

Gormley Elected PMTA Secretary

HARRISBURG, Pa.—(UTP)— Harry L. Gormley, of the Key Lawrence Transfer & Storage, New Castle, was elected secretary of the Pennsylvania Motor Truck Assn. at a recent meeting of the board of directors. He will fill the unexpired term of George D... Modern Transfer Co., Allentown.

Seven Pennsylvania members of the board of directors of the American Trucking Assns. were elected as follows:

W. W. Ward, Ward Trucking, Altoona; Ted V. Rodgers, R... Motor Lines, Scranton; Fred ...ger, Terminal Warehouse Co., Gavin W. Laurie, Atlantic Re... Co., both of Philadelphia; W. ... Brearley, Autocar Co., Ard...; Samuel Niness, Leeman Transportation Co., Downingtown, and Gormley. Rodgers is president of ATA and Niness president of PMTA.

These alternate directors were also elected:

Robert Posey, Shirk Motor Express, Lancaster; Albert Kr... Babiger-Kramer, Inc., Philadelphia; J. Lee Kirby, Kirby Transfer & Storage Co., George A. Far... Rieck-McJunkin Dairy Co., Charles C. Rosen, Chas. C. ... Transfer, all of Pittsburgh; ... Blackburn, Blackburn Bros., ...ton, and J. R. Eldridge, ... Truck Equipment, Harrisburg. They will represent PMTA at the ATA convention in New York Oct. 27 to 30.

Hickman Reveals New Truck Seats

EDEN, N. Y. — New Hickman "cab-over-engine" truck seat model has been announced by Hickman Pneumatic Seat Co., manufacturers of Hickman standard full-floating truck seats.

Among the patented design and construction features are the coil spring and automotive type rubber bushing suspension mountings that permit back and bottom cushions to move in unison eliminating rubbing, scrubbing, and wearing out of cushion cover and driver's clothing, it is claimed. In addition, this suspension eliminates all friction of moving parts from the entire seat, absorbs vibrations from minute jiggles to heavy pounding jolts, and produces short, slow-motion, controlled up and down ride movements. Yoke type links keep movement in line, reducing horizontal seat motion and preventing wobbly sway of the seat.

The new easier, softer ride is said to produce steadier acceleration by keeping driver's foot from continually jumping on accelerator pedal at each bump. This smoother driving control not only saves fuel but reduces expensive wear and tear on motor, transmission, drive shaft and rear end, it is claimed.

HICKMAN "full-floating" truck seat.

New Commercial Car Registrations, 39 States for Sept., 1941-1940

Figures supplied by R. L. Polk & Co., New York City area by Sherlock & Arnold and New Jersey figures by Automotive Listings Inc., Trenton, N. J.

STATES		Autocar	Brockway	Chevrolet	Diamond T	Divco	Dodge	Federal	Ford	G.M.C.	Hudson	International	Mack	Plymouth	Reo	Studebaker	White	Willys	Misc.	TOTAL	
Total 6 States for September	'41	9	6	619	15	2	246	7	391	256	1	411	21	18	5	37	22	6	11	2083	'41
	'40	4	2	383	17	14	126	5	295	142	3	338	13	28	11	2	12	7	1	1403	'40
Arizona	'41	1		72	2	2	26		50	28	1	29	1	1		3	1	3	2	222	'41
	'40			69			24	1	38	26		26		4						188	'40
Arkansas	'41			316			96		322	102		146		6		14		3		1005	'41
	'40			211	2		33		241	39		72	2	7			2	2	1	612	'40
California	'41	18	1	993	27	16	311	7	579	369	5	423	45	13	25	47	55	26	32	2992	'41
	'40	6		827	23	13	248	11	439	293	4	345	43	30	7	6	32	30	26	2383	'40
Colorado	'41			190	6		71	1	93	52		73	5	6		10	2			509	'41
	'40			130	1	26	33		112	34		77	1	4	1		1	1		421	'40
Connecticut	'41	3	13	114	11		67	2	67	45		103	33	5		7	11		9	490	'41
	'40	2	5	69	8	1	34	6	88	28	1	84	26	2	1		9	1		365	'40
Florida	'41			224	4		107		248	51	2	109	26	11	1	7	5	13		808	'41
	'40			172	4		60	1	181	26	1	78	12	12	1	2	7	14	1	572	'40
Georgia	'41			418	1	2	107		254	99	1	177	29	6		10	18	2	1	1125	'41
	'40			429	2		156	1	455	146	3	202	4	9		2	7	3		1419	'40
Idaho	'41			137	4		33		59	48	1	71		2		6		2	3	366	'41
	'40			126	4		29		55	15		40		2					2	273	'40
Iowa	'41			307	13	2	101		182	59	2	294	4	14	1	12	1	6		998	'41
	'40			244	10	1	51		252	29	2	228	4	2		1	1	1	3	829	'40
Illinois	'41	3		622	56	6	270	4	409	188		553	36	18	9	23	45	4	12	2258	'41
	'40	2		539	68	7	165	7	399	124	1	400	17	24	9	7	32	9	14	1824	'40
Kansas	'41			327	12		68		186	61		153	1	9		9		1		827	'41
	'40			218	6		47		113	23		104	4	8	1	1	2	2	1	530	'40
Louisiana	'41			187	7		56		133	32		142	2			11	4	4		578	'41
	'40			225	5		44		272	15		126	4	9		1	3	5	2	711	'40
Maine	'41	1	1	144			48		108	25		56	8	4	2	5	3	1	7	413	'41
	'40		2	171			30		111	31	2	52	10	2	2		3	2		418	'40
Maryland	'41	19	5	198	7	1	126	7	56	45	1	115	22	1	4	7	36			650	'41
	'40	9	4	118	12	2	62	6	117	40		92	21	5	4		21		1	514	'40
Massachusetts	'41	21	16	247	20	10	126	14	165	109	2	212	61	5	6	13	41	2	5	1075	'41
	'40	21	7	246	11	13	127	4	208	92		130	49	12	10	1	39	2	2	974	'40
Michigan	'41			367	16	23	199	13	322	156	3	221	11	3	3	14	8	2	1	1362	'41
	'40	2		344	16	10	150	7	570	148	1	248	12	17	4	4	2	10	2	1547	'40
Minnesota	'41			228	5		92	1	153	60		189	2	6	6	9	10		1	762	'41
	'40			274	6		62	4	173	51		179	3	7	2	1	9			771	'40
Montana	'41			184	5		35		76	32		86		4		8	4	4		438	'41
	'40			214	6		36		89	34	1	105		5		2		2		494	'40
Nebraska	'41	1		182	10		27		86	42		111		1		4	6		12	482	'41
	'40			121	2	3	16		121	18		95	1	4		1	2	1	2	387	'40
Nevada	'41			36			8		25	12		21		1		5		1	2	111	'41
	'40			23			4		7	11		6		3						54	'40
New Hampshire	'41			55	1		11	1	27	8		29	10	2		1	1	1	1	148	'41
	'40			41	3	2	16	2	48	19		48	5	1		1	3	1		190	'40
New Jersey	'41	34	52	267	33	11	100	12	135	153	2	199	62	3	5	7	31	3	2	1111	'41
	'40	8	22	191	19	11	70	7	169	77	2	179	53	8	3	3	11	7	4	844	'40
North Carolina	'41	3		556	2		137	2	181	53	2	126	34	4		15	22	7	11	1155	'41
	'40	4		291	1		85	1	239	36		93	23	12		2	14	8	13	822	'40
Ohio	'41	16	1	544	31	18	294	15	320	264	1	533	58	9	5	25	100	6	5	2245	'41
	'40	8		342	29	4	127	7	377	118		310	28	16	6	4	111	18	15	1520	'40
Oklahoma	'41			394			113	1	253	68		178	3	6		7	10	1	1	1035	'41
	'40			326	4		57	1	244	45		141	5	6		1	7	9	2	848	'40
Rhode Island	'41	6		26	4		23	2	29	14		37	7	2	2	2	6	1		161	'41
	'40	4		36	4	4	14	5	32	18		32	15	4			2	3	4	177	'40
South Carolina	'41			173		1	78		143	25		27	7	2		6	1		1	464	'41
	'40			156	1		49		97	27		49	2	5			1			387	'40
South Dakota	'41			64			15		47	19	1	70				3		1	1	221	'41
	'40			56	2		14		40	15		73		2				1		203	'40
Utah	'41			115	2		23	1	80	37		51	3			3	2			317	'41
	'40			67		1	17		58	20		29	4				3	1		200	'40
Virginia	'41	23	2	438	10	1	176	4	222	82		147	19	9	1	12	17	1	3	1167	'41
	'40	5		295	2	1	98	1	216	38		112	7	7			5		2	789	'40
Washington	'41			240	7	4	71		108	76	1	132	22	4		18	16	2	4	705	'41
	'40			140	14		86		92	47	1	124	14	6			8	1	9	542	'40
Wisconsin	'41	1		252	11	2	95	3	168	74	2	149	3	10	3	4	12		6	795	'41
	'40			227	7		78		165	37		125		8	2		17	2		668	'40
Wyoming	'41			64	2		18		29	15		50		1	1	5	3	2		190	'41
	'40			50	1		4		52	4		33		1	1				3	149	'40
Total 39 States for September	'41	159	97	9300	324	101	3374	97	5706	2759	28	5423	535	186	79	369	493	105	133	29268	'41
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Studebaker	369	8	3,762	.74	10	899	.22	15	2,863
Autocar	159	11	1,914	.38	11	1,151	.28	13	763
Divco	101	13	1,791	.34	12	1,267	.31	11	524
Brockway	97	14	1,670	.32	13	1,030	.25	14	640
Willys	105	12	1,571	.31	14	1,828	.45	10	257*
Federal	97	14	1,164	.23	15	1,164	.29	12	.....
Reo	79	16	1,119	.22	16	290	.07	17	829
Hudson	28	17	630	.12	17	562	.14	16	68
Miscellaneous	133		1,605	.32		1,585	.39		20
TOTAL	29,268		506,916	100%		406,497	100%		100,419

N.B. The above figures do NOT include government deliveries.
*Loss

Ore. Truckers Ask Size, Weight Boost

PORTLAND, Ore. — Interstate motor truck carriers' representatives appearing before the state highway commission last week asked that the length and load limitations on trucks in Oregon be increased to conform with neighboring states by use of the permit system.

Not only the added cost of transferring cargoes to smaller trucks at the Oregon borders, but the heavy increase in motor hauling brought about by the business boom require relief, truckmen advise.

They said movements in national defense are being hindered by the fact that Oregon's law limits the length of truck and trailer to 50 feet and the weight to 54,000 pounds.

"Dealers Tell Me," by John O. Munn, is an open forum for the expression of dealers' opinions. It appears weekly in Automotive News.

Survey

(Continued from Page 7)

percent and demand exceeds pply.

Boston — Used truck inventories om 30 to 50 percent below average ith increased demand for heavyty trucks and tractors.

Birmingham, Ala. — Used truck ocks definitely low; not more than to 50 percent as many units on and as last year. Shortage of nel and pickup trucks. Buyers illing to pay more.

San Antonio—Used truck stocks own to minimum. Panels, oneonners and 3½-tonners moving lowly. Half-ton and one-ton pickps in greatest demand, with steady emand for long wheelbase trucks or hauling cattle, citrus fruit and otton.

St. Louis—Used truck stocks from to 65 percent below normal; ¾ nd one-ton express trucks sales low as are half-ton panels.

Cleveland—Used truck stocks below average. Demand for 1½-ton take, half-ton pickups and halfon panels slow.

Chicago—Used truck stocks onehird off with demand for most sed truck models excellent; halfon panels and sleeper-cab heavyuty jobs very slow.

Denver—Good used trucks scarce with demand for 1½-ton jobs for hauling beets exceeding supply.

Seattle—Used truck stocks very low with some dealers reporting s much as 75 percent off last year. All models in brisk demand except light panels. Market for stakes limited.

Montreal—Used truck stocks are down with favorable demand for half and one-ton pickups, although stake and pickup models not selling as well as last year.

FEDERAL BUILDS SOME OF THE BIGGEST ARMY TRUCKS

Plant facilities covering over half a million square feet of floor space produce the famous series of Federal Trucks.

HERE'S a brand-new piece of U. S. Army transport equipment that sets an all-time high in all-out motor truck performance. These special units are giants for power and gluttons for work—designed to negotiate sandy desert, swamp land, or broken terrain with equal ease. They will climb the steepest grades, buck snow and ice or mud, travel across country, go places where the ordinary truck would be helpless. Each one of these monster trucks carries a ten ton crane for emergency salvaging purposes, has a large electric power plant, big floodlights for night work, an electric winch, actually weighs twelve tons gross without a load and pulls a two section, sixty foot trailer besides. Some of the largest engines ever built for trucks power these giant six wheelers—engines four times the size of the normal automobile engine—with power distributed to three axles, front and rear. Air steering to aid in handling these trucks over roadless areas is another modern feature of design. They are lusty, husky, super transport units of custom design built for specialized duties by specialists in heavy duty motor truck construction. Significantly—Federal was selected by the Army to produce this equipment—a flattering acknowledgment of Federal's capacity to build motor trucks that stand up to any and every transport need or haulage requirement. We repeat—toss the tough jobs to Federal. A Federal Truck never lets you down. "They're really built to take it."

FEDERAL MOTOR TRUCK COMPANY • DETROIT, MICHIGAN

FEDERAL Trucks
SINCE 1910
KNOWN IN EVERY COUNTRY • SOLD ON EVERY CONTINENT

DEALERS: The future for the motor truck industry never looked brighter than it does today! Now is the time to investigate the profit advantages of a sound truck franchise—the Federal Franchise. Insure continuance of income. Sell and service one of America's best known, most widely respected series of trucks. Your territory may be open. A letter to our Sales Department from you will receive our immediate attention.

QUALITY TRUCKS AT PRODUCTION PRICES

F.O.B. FACTORY

ENGINEERING · PRODUCTION · PURCHASING

By A. H. Allen

PHILADELPHIA.—With 15 percent more space than last year, the National Metal Exhibition in Commercial Museum here played host last week to an estimated 50,000 visitors anxious to observe the latest developments in steels, alloys, nonferrous metals, heat-treating furnaces, refractions, and related equipment and products for the metals industries. This year the Metal Show had a distinct "defense" flavor and the three full floors of exhibits were replete with shells, small arms, machine guns, bombs and other war material in the fabrication of which metals play a vital part.

Particularly striking was the display sponsored by Republic Steel Corp., one of the largest in the entire exhibition and based almost entirely on military items, including radial and in-line airplane engines, "blitz" buggies, parts from naval vessels, hundreds of ammunition components, parachutes—all highlighted by a continuously-revolving searchlight of high intensity. Surrounding the exhibit was a series of 8-foot plaques commemorating historical naval engagements. A military guard was on duty at all times.

Exhibit of Great Lakes Steel Corp. was featured by display of an M-3 tank, fully-equipped, which had been driven to Philadelphia from the Aberdeen Proving Grounds in Maryland. The tank was a product of American Car & Foundry Co.

* * *

Marionette Military Motif

STAGE in the central arena of the Museum was occupied by United States Steel Corp. and featured a giant-size marionette show with a military motif. Exhibit of Bethlehem Steel Co. included a spectacular demonstration of the spectroscopic method of making quick analyses of steel for alloying elements.

Simultaneous with the exhibition were daily meetings of four technical societies—American Society for Metals, American Welding Society, American Institute of Mining and Metallurgical Engineers and the Wire Assn. In addition was a series of five special national defense meetings planned around discussions of conservation of and substitutions for vital defense metals.

Highlight of the 10 ASM technical sessions was the 16th Campbell Memorial Lecture at which Dr. R. F. Mehl, Carnegie Institute of Technology, Pittsburgh, presented the first results ever achieved with the use of the new electron microscope in obtaining pictures of steel structures at a magnification of around 20,000 diameters, several times the magnification possible with even the best metallurgical microscope. So startling were his pictures that his address was interrupted by a burst of applause from the 750 metallurgists and engineers present.

* * *

IN CONNECTION with the government's drastic conservation order M-9-c, restricting usage of copper on a list of over 100 civilian articles including automobiles, it is interesting to speculate on why the defense needs for copper have soared to 144,430 short tons, against production of only 138,700 tons—this for October. Primary use (one-third) of copper in defense is in brass for cartridge cases, required by the millions. Of course the function of a cartridge case is simply to hold an explosive charge and a projectile, the case being virtually useless after firing. In actual combat, as far as is known, no effort can be made to reclaim cartridge cases of exploded shells.

Meanwhile, production of shells is being stepped up enormously, and most of them must go into ammunition storage depots, thus removing the brass from the market and allowing it to eat its valuable head off in idleness.

Some automotive engineers have wondered why it is not possible to change specifications on these cases so that a much less-expensive material, such as steel tubing, could not be used, so that the more valuable copper and zinc could be freed for more urgent use. A hydrogen-brazed steel cartridge case would appear to have no defects, except that it is something new, and the Army is notorious in shying away from anything that has not been done for at least 20 years. With the vast capacity for rolling steel strip and tubing in this country, it seems a shame to tie up valuable tonnages of copper in stored cartridge cases. Steel would be actually stronger than brass, could be kept corrosion-free by a simple oiling after fabrication and could be produced for a fraction of the cost of a brass case.

* * *

Losses in Strike Are Cited

COST OF a strike in a major steel plant is forcibly portrayed by the situation at Great Lakes Steel Corp., Detroit, which has been supplying 60 percent of its output to defense industries, and most of the balance to automobile plants. Each day of the strike meant irretrievable loss of 5,000 tons of steel ingots, into the making of which went another 2,000 tons of pig iron and 1,400 tons of coke.

And once a large steel plant like this is shut down, getting back in operation again is no overnight matter. Open-hearth furnaces must be inspected carefully and usually will be found to need repairs before the heat can be turned on again. Sixteen open hearths at the plant went down during the strike, the sad part being that the company could do nothing, having concluded a successful contract with the SWOC-CIO, but a small group of troublemakers refused to accept the contract and called the strike.

CRAFTSMAN Thomas Phillips, a stamp press operator in Studebaker's South Bend plant, saw service in five major engagements in World War I. He is once again contributing to the defense of his country by the purchase of Defense bonds. Phillips recently invested in two $500 bonds, is saving for more.

Copper Tubing Substitute Found In Dow Plastic

MIDLAND, Mich.—With all copper under strict allocation, Dow Chemical Co. has announced that a flexible, semi-transparent tubing of thermoplastic Saran is available to industry as an alternative for copper and other metal tubings.

Developed through years of research, this tough, chemically-resistant tubing may be used in many applications previously demanding copper, it is said, except where high temperatures and very high pressures are encountered. Also, Saran plastic-material tubing has been tested and proved suitable to replace such strategic materials as nickel, stainless steel, copper and ceramics in several fields where its properties are advantageous.

Saran is characterized by unusual toughness and resistance to moisture, brines, solvents, acids and alkalies, it is said. Another feature is that it may be used for short periods of time at temperatures of 250 degrees to 275 degrees Fahrenheit, although its strength and resistance are somewhat reduced at these elevated temperatures, Dow laboratory experts announced.

Available in sizes one-eighth inch to five-sixteenths inch outside diameter with wall thicknesses varying from .030 inches to .062 inches, this tubing may be joined by Parker Standard Tube Couplings and SAE or other flare-type fittings. Already the Mueller Brass Co. of Port Huron, Mich., is developing fittings for Saran tubing which permit the construction of a tubing system in which contact between such fittings and the material conveyed is entirely eliminated.

Fuel

(Continued from Page 1)

the rationing program "as soon as an order can be drawn."

The East Coast oil emergency was created, officials said, by diversion to the British of a large portion of the American oil tanker fleet. Between 80 and 100 vessels were reported to have been transferred.

Ickes said that the 40 ships being returned—15 by Nov. 1 and 25 more by Nov. 30—would be restored to normal service hauling oil from Gulf ports to the Atlantic Seaboard.

Before calling for an end to the restrictions on gasoline, Ickes said that the program of his office and the continued warm weather virtually had cured the deficiency of petroleum stocks, and that supplies of gasoline on the Atlantic Seaboard now actually exceeded those of last year.

Under the rationing program, supplies to service stations have been cut by 10 percent in 17 Eastern states and the District of Columbia. This restriction was instituted Aug. 15. The curfew, closing almost 100,000 service stations from 7 p.m. to 7 a.m., became effective Sunday, Aug. 3.

Ickes hinted that some service stations might continue the curfew. His announcement said, "Action by the individual dealers as to closing hours will be a matter for their own decision."

WHEN MRS. RALPH DE PALMA, wife of the automobile racer, decided to try to establish a new low-fuel-consumption record in a test run from New York City to Washington, she was invited by Grover A. Whalen, gasoline conservator for New York City under Mayor La Guardia, to start the run from his home. Under AAA supervision, Mrs. de Palma set a record of 53.04 miles per gallon of gasoline for the 230-mile trip at a total fuel cost of 86 cents. Seated in the car, at Whalen's home, are Mrs. de Palma; Powel Crosley jr., president of Crosley Corp., and Whalen. Standing are R. L. Hicks, official AAA observer; Ralph de Palma; F. C. Chisholm, New York, and Joseph C. Dawson, of the AAA Contest Board.

the 4th Dimension

Studebaker's New Manual; Personnel Changes

By Pete Wemhoff

Pictures

Influence of picture magazines is making itself felt in the world of automotive literature. Case in point is Studebaker's "Inside Facts" book which is sub-titled "An Engineering Manual for Studebaker Salesmen."

The book, a 78-pager with laminated cover, is designed to instruct salesmen with the added feature of being a silent salesman when left with prospects. Four-color illustrations of Paul Hesse car photographs liven up the book. It was prepared under Studebaker's sales training director, D. R. Osborne, in conjunction with engineers. Copy is not technical; is easy to understand.

Production of "Inside Facts" was handled by Roche, Williams and Cunnyngham, Inc., Studebaker's ad agency.

Joins

George W. McMurphey, for the last three years associated with Portland (Ore.) and Seattle offices of Pacific National Advertising Agency, has left to join the staff of J. Stirling Getchell in Detroit, advices from Portland say.

It is understood he will do contact and publicity for De Soto.

Boards

Unsightly billboards and other advertising displays which mar the landscape or constitute definite traffic hazards to the traveling public, henceforth will be barred from the public lands of the United States, under new regulations just announced by Secretary of the Interior Ickes.

Other commercial billboards will be regulated under a system of special-use permits issued by the General Land Office upon the payment of fees of not less than $5 per year for use of the public land for advertising purposes. Public lands are areas, located mostly in the West, belonging to the U. S., title to which never having been transferred to private owners.

Postcards

Common sense economy is the theme of the new series of Amalie follow-up postcards, supplied to Amalie dealers by L. Sonneborn Sons, Inc., refiners of lubrication products.

The new cards tie up with the Amalie Bonded Mileage guarantee by reminding bonded car owners when their cars are due for oil changes and other lubrication service.

Award

Direct Mail Advertising Assn.'s consumer magazine cup has been awarded to *Friends*, Chevrolet owner magazine. Presentation of the award was made at the organization's annual convention in Montreal.

Winning over hundreds of other entries in its class in the 13th annual contest, *Friends* was selected as the outstanding publication by a board of judges. In addition to the silver cup, the magazine was honored with a certificate ing it one of the 50 best direct programs of the year.

Friends is published under direction of R. H. Crooker. Campbell is production man

Campaign

Pointing out that a mile of driving in an unready auto may cause more damage than summer miles, Standard Oil Indiana will cooperate with government defense program peal to "make your car last" in its fall and winter adve campaign which opened last principally in newspapers.

In cartoon style and with read jingles, the ads picture "Mr. Keen, Mr. Wise, Miss and Mr. Smart" declare war Man Winter," and, after a "Winter Defense Tune-Up" for cars, are victorious over him tune-up consists of 10 which prepare a car for driving.

Shortwave

Having revived *"The Me Time"* radio program on U. waves, editors of *Time* ann that the program will also be waved weekly to Latin A where *Time's* Air Express is flown each week. The half news-dramatization will be ed" on Latin America every day night.

One station will blanket the coast of Latin America, the the west coast. Both broadcas be in English and, except "commercial," will be identic the domestic *"March of Time*

Transfer

Walter Bornhoft, for eight assistant to the late Stirling chell, has been transferred the Quartermaster's Corps Myer, Va., to temporary duty the Constructing Quartermas the Kingsbury Ordnance Pl $47,000,000 shell-loading proj La Porte, Ind.

Bornhoft is serving as istrative assistant at the pl a civilian capacity.

Shift

Mrs. Anna Steese Richa former director of the com bureau of Crowell-Collier Pu ing Co., has been named consultant in the firm of W E. Rudge's Sons. Mrs. Richar duties will include advisory in institutional advertising other types of appeal addres the nation's women.

Mrs. Richardson's associa with Crowell-Collier dates ba 1903. In the last 30 years she directed a series of departmen the pages of Woman's Home panion.

Notes

Jimmy Lee, public relations for Chrysler Corp., walked plank Monday (20) with Mrs. Buechner Baker in New Honeymooning in California.

NEW OFFICERS of the North Carolina Truck Owners Assn. Seated (left right) C. H. Noah, of Burlington, newly elected vice-president; Frances Jo son, of Raleigh, re-elected secretary, and Thurston, the new president. Stan ing is J. D. Kluttz of Charlotte, retiring president.

Week's Production Increases to 89,937 Cars, Trucks

AN's Production Estimate

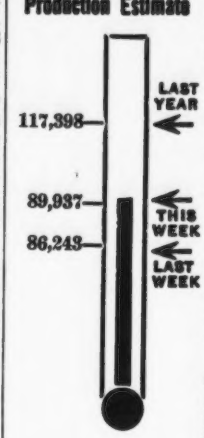
(U. S. and Canada)
WEEKS ENDED OCT. 25, OCT. 18

	Week Ending Oct. 25	Same Week 1940*	Week Ending Oct. 18*	Oct. to Date	Jan. 1 to Oct. 26 1940*	Jan. 1 to Oct. 25 1941*
NERAL MOTORS	34,420	50,539	34,411	124,235	1,485,211	1,888,547
hevrolet†	21,025	27,850	20,995	75,604	870,869	1,078,645
uick	5,125	7,677	5,143	18,426	236,761	320,422
ontiac	4,050	7,750	4,047	14,827	185,969	243,701
ldsmobile	3,395	6,022	3,403	12,430	163,348	196,261
adillac	825	1,240	823	2,948	28,264	49,518
RYSLER	20,950	26,887	20,962	70,241	789,245	964,751
lymouth†	8,975	14,162	8,967	30,186	412,400	441,737
odge†	7,875	7,275	7,861	26,614	228,179	310,309
hrysler	2,400	3,175	2,428	7,958	86,736	126,586
e Soto	1,700	2,275	1,706	5,483	61,930	86,119
RD	18,900	22,025	17,898	58,384	732,007	855,718
ord†	16,650	19,200	15,750	51,305	640,335	746,507
ercury	1,850	2,125	1,750	5,700	70,072	94,117
incoln	400	700	398	1,379	21,600	15,094
UDEBAKER†	2,980	3,217	654	6,518	94,576	105,542
DSON†	972	2,485	567	4,101	75,085	67,153
SH	1,720	2,148	1,724	6,197	42,214	65,734
CKARD	1,700	1,934	1,723	6,146	59,179	61,898
LLYS†	570	1,313	591	1,922	20,269	26,722
SCELLANEOUS†	7,725	6,850	7,713	27,784	298,937	331,485
OTAL†	89,937	117,398	86,243	305,528	3,596,723	4,367,550

Revised. †Includes trucks. Miscellaneous includes Crosley, Henney, tocar, Brockway, Diamond T, Divco, Federal, GMC, International, ck, Reo, Sterling, White, Bantam, etc.

Labor Situation Cleared by End Of Midland Strike

DETROIT.—Termination of the Midland Steel Products Co. strike in Cleveland last week cleared the labor situation for the automotive industry, and total output of new cars and trucks in the United States and Canada rose to 89,937 units in the past week. This compared with 86,243 vehicles turned out in the previous week and 117,398 cars and trucks turned out in the like week of 1940.



The Midland company, principal supplier of body frames for Studebaker and Hudson, had forced a shutdown of final assemblies at those two plants.

In General Motors divisions, total production remained steady last week, with 34,420 vehicles assembled. This compared with 34,411 units turned out in the previous week and a total of 50,539 cars and trucks built in the comparable period of 1940.

Chrysler divisions likewise remained steady with total output hitting 20,950 cars and trucks, to compare with 20,962 units assembled in the previous week and 26,887 vehicles turned out in the same period last year.

In the Ford group, total production rose slightly to 18,900 new cars and trucks last week as compared with 17,898 units turned out in the previous week. In the like week of 1940, a total of 22,025 vehicles were turned out.

In the independent group, Studebaker was able to resume operations immediately, while Hudson was able to get only partial output until its supply of body frames was replenished by Midland. Nash, Packard and Willys remained steady.

Passenger Car Registrations

Eight Months, plus 39 States for September

	Sept. to Date	Sept. Pos.	1941	1941 % of Industry	1941 Pos.	1940	1940 % of Industry	1940 Pos.	Unit Gain
Chevrolet	13,760	2	762,673	23.9	1	609,320	24.9	1	153,353
Ford	16,158	1	517,080	16.2	2	394,996	16.2	2	122,084
Plymouth	13,453	3	387,000	12.1	3	317,101	13.0	3	69,899
Buick	3,742	9	264,177	8.3	4	199,706	8.2	4	64,471
Pontiac	4,402	5	243,951	7.7	5	160,451	6.6	5	83,500
Oldsmobile	2,778	12	198,744	6.2	6	138,186	5.7	7	60,558
Dodge	7,089	4	181,154	5.7	7	151,022	6.2	6	30,132
Chrysler	3,781	7	124,107	3.9	8	71,417	2.9	9	52,690
Studebaker	3,831	6	93,510	2.9	9	73,043	3.0	8	20,467
De Soto	2,915	11	77,410	2.4	10	52,759	2.2	13	24,651
Mercury	1,729	13	68,887	2.2	11	60,013	2.5	10	8,874
Nash	1,610	14	66,883	2.1	12	39,022	1.6	14	27,861
Hudson	3,750	8	60,577	1.9	13	57,600	2.4	11	2,977
Packard	3,304	10	52,618	1.7	14	53,379	2.2	12	761*
Cadillac	693	16	50,166	1.6	15	24,066	.96	15	26,100
Willys	921	15	18,798	.61	16	16,143	.64	16	2,655
Lincoln	410	17	15,254	.50	17	15,209	.60	17	45
Miscellaneous	178		2,968	.09		4,961	.20		1,993*
TOTAL	84,504		3,185,957	100%		2,438,394	100%		747,563

*Loss

Stamp of Approval Given To CATA Activities by Dealers

Special to Automotive News

CHICAGO.—For the first time in tory, so far as is known, a ler association in this industry canvassed its members thorhly on what they think of the vice rendered to them and is king the findings public.

Of the members canvassed, 224, 59 percent, filled in and rened the blanks sent to them. activity program as a whole rated as "excellent" by 83 perit, "good" by 15½ percent, and ir" by 1½ percent.

Nineteen activities were listed in questionnaire for rating as to parative value to members. The ivity rated best was voted as cellent" by 87.6 percent of those ticipating and the one rated west received a 58.9 percent "exlent" vote.

Suggestions for additional activities included wall poster on the federal credit regulations, a new card on not loaning out cars, and certain changes in our bulletins," the CATA states. "These recommendations have all been complied with. Other recommendations were about Sunday closing, which is being strongly encouraged by the CATA, periodic shopping surveys, etc. We shall do our best to have at least some of these additional recommendations carried out."

Here are the association's activities, rated in the order of their popularity with dealer members:

(1) Monthly tax calendar, (2) Tax and legal bulletin, (3) Motor vehicle laws and applications, (4) CATA legislative work, (5) General bulletin, (6) License number bureau, (7) General information on clearance, (8) Used car sales and stock report, (9) Used car telephone survey, (10) Wholesale price report, (11) Operating facts bulletin, (12) Business management department, (13) Automobile show, (14) Better used car advertising, (15) Postcard series on wild trading, (16) Speed-up title envelope, (17) Territory infringement report, (18) Used car warranty, (19) Employment department.

Relief Fund Urged

TRENTON, N. J.—Passage of nding state legislation to divert tomotive tax funds into a special ergency relief fund for the postfense period was urged in a tement here last week by State lief Director Erdman, who exssed belief that a drastic readtment must follow completion of defense program.

Law Change Sought

ALBANY.—A change in New York state's new motor vehicle safety responsibility statute will be sought at the 1942 state legislative session to relieve the "innocent party" in an accident from financial responsibility requirements after vindication in a court action.

General Business Conditions Hold Strong During September

Special to Automotive News

WASHINGTON.—Business in the U. S. during September, though continuing extremely active, gave indications that a further advance from current high levels was becoming increasingly difficult in many lines, the U. S. department of commerce points out. While income payments were at the rate of $90,000,000,000 annually in August, this volume was believed to have been expanded very little, if at all, in September after seasonal adjustments.

Against an estimated September unemployment figure of 4,500,000 and manufacturers' order backlogs at record volume there were shortages in basic raw materials, particularly metals, acting as a deterrent to additional business gains during the month. The seriousness of the shortage situation was demonstrated by curtailment of expansion in non-defense facilities, as in the case of the projected petroleum pipe line to the East coast, and the granting of priority status to low-cost housing in defense areas.

September industrial production changed little more than seasonally as the upward output of machinery and finished war material was tempered by the much smaller advance in the output of automobiles, coal, and a number of nondurable lines, than is usually the case at this season. Similarly, there was a limited seasonal advance in electric power output and a modest rise in freight car loadings. While freight shipments rose to 919,000 cars weekly during the month and the movement of agricultural products was heavier, coal loadings were little changed from the peak of August and shipment of industrial products increased less than is usual.

September retail trade was in very good volume, though modified by forward buying undertaken in the summer months. Purchasing of durables was hindered by dealers experiencing continued difficulty in replenishing low stocks. Price advances shown by retail quotations during the month reflect the sharp advance which has been underway in wholesale markets since last spring. Import and farm prices, subject to special influences, were higher in September but so were prices of many other domestic raw materials and finished goods.

Plant Activity

(Week Ending Oct. 25)

	OUTPUT	UNITS	WORKING
Buick	steady;	5,125,	five days
Cadillac	steady;	825,	five days
Chevrolet	steady;	21,075,	five days
Chrysler	steady;	2,400,	five days
De Soto	steady;	1,700,	five days
Dodge	steady;	7,875,	five days
Ford	rise;	16,650,	five days
Hudson	rise;	972,	four days
Lincoln	steady;	400,	five days
Mercury	rise;	1,850,	five days
Nash	steady;	1,720,	five days
Oldsmobile	steady;	3,395,	five days
Packard	steady;	1,700,	five days
Plymouth	steady;	8,975,	five days
Pontiac	steady;	4,050,	five days
Studebaker	rise;	2,980,	five days
Willys	steady;	570,	five days

New Passenger Car Registrations, 39 States for September, 1941-1940

Figures supplied by R. L. Polk & Co., New York City area by Sherlock & Arnold and New Jersey figures by Automotive Listings Inc., Trenton, N. J.

STATES		CHRYSLER: Chrysler	De Soto	Dodge	Plymouth	CHRYSLER TOTALS	GENERAL MOTORS: Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	G. MOTORS TOTALS	FORD: Ford	Lincoln	Mercury	FORD TOTALS	NON-AFFILIATED: American	Hudson	Nash	Packard	Studebaker	Misc.	GRAND TOTALS		STATES
Total 25 States for September	'41	2085	1551	3886	7329	14851	2379	451	7882	1575	2729	15016	9724	235	994	10953	424	2073	833	1740	2123	74	48087	'41	Total 25 States for September
	'40	990	1111	2321	6662	11084	7431	617	10103	3290	4344	25785	5139	374	1124	6637	389	2803	732	1862	2432	169	51893	'40	
Arizona	'41	13	10	38	58	119	32	4	90	7	34	167	45	2	6	53	4	26	7	19	21		416	'41	Arizona
	'40	9	8	28	114	159	61	6	180	26	29	302	66	3	9	78	3	20	17	26	27		632	'40	
California	'41	479	434	926	1356	3195	174	65	1246	164	327	1976	1117	48	205	1370	181	520	191	473	622	11	8539	'41	California
	'40	335	405	713	1880	3333	1732	166	1991	689	1301	5879	674	143	319	1136	245	685	144	473	834	71	12800	'40	
Colorado	'41	57	35	126	171	389	41	11	253	47	71	423	233	7	22	262	7	36	12	27	41		1197	'41	Colorado
	'40	37	21	41	177	276	157	11	282	56	97	603	181	16	46	243	11	51	15	35	48	3	1285	'40	
Florida	'41	148	73	182	294	697	118	21	436	74	77	726	606	14	70	690	41	69	22	79	67	21	2412	'41	Florida
	'40	85	33	93	445	656	284	42	498	109	101	1034	228	15	71	314	70	147	52	87	87	7	2454	'40	
Georgia	'41	79	36	168	219	502	105	14	354	35	59	567	751	9	75	835	25	58	33	79	64	2	2165	'41	Georgia
	'40	44	20	145	373	582	244	10	648	136	114	1152	318	10	54	382	25	90	23	123	110	3	2490	'40	
Iowa	'41	73	42	111	199	425	89	14	498	94	85	780	480	3	47	530	18	113	36	42	106		2050	'41	Iowa
	'40	40	26	85	411	562	246	16	853	169	145	1429	351	8	45	404	26	166	29	45	137	4	2802	'40	
Maine	'41	31	23	47	118	219	37	5	209	77	69	397	135	2	10	147	15	45	18	31	27		899	'41	Maine
	'40	21	20	49	140	230	115	14	256	110	98	593	146	5	22	173	15	54	17	32	36	4	1154	'40	
Maryland	'41	69	69	112	399	649	29	15	180	55	63	342	276	4	14	294	30	45	29	94	83	6	1572	'41	Maryland
	'40	34	52	98	253	437	282	27	404	133	161	1007	147	10	17	174	17	79	22	103	101	5	1945	'40	
Massachusetts	'41	189	184	317	828	1518	157	38	585	183	251	1214	443	27	70	540	40	169	60	207	138	21	3907	'41	Massachusetts
	'40	85	117	265	681	1148	978	82	768	584	486	2898	463	33	93	589	31	223	63	248	145	13	5358	'40	
Nevada	'41	17	10	16	42	85	13	1	44	3	12	73	44	1	3	48	3	4	6	19	12	1	251	'41	Nevada
	'40	5		16	35	56	15	7	46	7	9	84	19	1	3	23	1	4	5	17	10		200	'40	
Ohio	'41	399	310	765	1873	3347	346	33	1095	220	427	2121	1060	36	115	1211	104	400	183	330	329	41	8066	'41	Ohio
	'40	189	204	441	1317	2151	1258	76	1766	603	726	4429	501	42	106	649	81	509	210	267	351	23	8670	'40	
Oklahoma	'41	43	31	114	120	338	53	6	305	81	64	509	632	11	51	694	10	37	23	33	60		1704	'41	Oklahoma
	'40	41	36	108	209	394	159	31	715	136	135	1176	406	23	39	468	19	54	53	51	64	1	2280	'40	
Wisconsin	'41	78	99	220	402	799	155	13	515	145	121	949	538	8	37	583	17	140	150	123	123	1	2885	'41	Wisconsin
	'40	53	65	137	295	550	353	29	678	194	216	1470	302	20	57	379	22	207	92	81	118	4	2923	'40	
Wyoming	'41	21	8	31	45	105	14	2	68	18	13	115	74	3	10	87	2	15	7	8	15		354	'41	Wyoming
	'40	10	9	16	48	83	56	2	104	25	15	202	64	5	11	80	2	14	2	14	19	1	417	'40	
Total 39 States for September	'41	3781	2915	7089	13453	27238	3742	693	13760	2778	4402	25375	16158	410	1729	18297	921	3750	1610	3304	3831	178	84504	'41	Total 39 States for September
	'40	1978	2127	4556	13040	21701	13371	1136	19292	6267	7977	48043	9005	708	2016	11729	957	5106	1476	3464	4519	308	97303	'40	
Total to Date	'41	124107	77410	181154	387000	769671	264177	50166	762673	198744	243951	1519711	517080	15254	68887	601221	18798	60577	66883	52618	93510	2968	3185957	'41	Total to Date
	'40	71417	52759	151022	317101	592299	199706	24066	609320	138186	160451	1131729	394996	15209	60013	470218	16143	57600	39022	53379	73043	4961	2438394	'40	

Utah Dealers Open Campaign for Service Busine

Strictly New Car Operators Found in Serious Condition

Special to Automotive News

SALT LAKE CITY.—The service departments of intermountain dealers are getting additional consideration in view of the shortages of new and used cars, but these departments are becoming divided into two distinct classes:

The service department that has been a repair department for the "outside" customer for the past several years, and has lost trained personnel to the defense industries is sitting tight and trying to handle the already increased business with fewer workers. The business office, however, is watching with cautious attention the profit and loss account of this department.

On the other hand, the service department for the big selling dealer, which in the past has concerned itself chiefly with running out the new cars and taking care of the periodic checking, finds itself in a serious condition—no business with the decreased sales of new cars under the new output restriction.

One intermountain distributor said, "In the past we have followed only the service requirements of our own purchasers, but not any longer. We are pushing a vigorous campaign for servicing any car, regardless of whether it carries our emblem."

Another tri-state distributor flashed a statement from a Salt Lake City advertising agency. "Don't think I'm not pushing the service end. First time I have ever advertised for service business over the radio and in the newspaper."

A large dealer here proudly explained and demonstrated a newly installed patented customer-control filing and mailing system. "Does that answer your question whether I'm interested in my service department? Each day when I see my floor stock go down, I check this service promotion idea."

Chevrolet Dealers Join in Service Drive in Detroit

DETROIT.—New emphasis upon service, with new attention to service facilities and methods, is the theme of a program initiated by Detroit Chevrolet dealers last week. The program is designed to focus attention upon the need for maintaining motor cars at peak efficiency in the face of current output restrictions.

Stonesifer

Thirty - two Chevrolet dealers in Greater Detroit, D. J. Stonesifer, Chevrolet Detroit zone city manager, announced, have joined in a service program incorporating stress upon facilities and methods. Many of them, Stonesifer said, have enlarged or are planning expansions of their service set-ups to handle the increased service load expected during the coming winter months.

As an indication of the new approach to service for the motorist, Chevrolet dealers recently completed a motor conditioning campaign, designed to prepare cars for winter driving. A 20-point plan was mapped by the dealers' service managers to assure reliable operation through the severe weather ahead. More than 1,000 motorists in the Detroit area availed themselves of this service special, Stonesifer said.

"Chevrolet dealers recognize that they have a particular responsibility to the motorist," Stonesifer added. "We appreciate that the restricted auto output means that more will be demanded of the cars now on the streets. To make certain that those automobiles will be able to 'deliver,' Chevrolet dealers are urging the motoring public to heed the service man's advice."

Half-Day Holidays Set for B. C. Dealers

WESTMINSTER, B. C.—Weekly half-holidays have now been established for the automobile trade here. The holiday will also be observed by garages, repair shops, parts jobbers and automobile painting establishments, etc.

The drive for the half-holiday was sponsored by the Garagemen's Assn. and has been made effective by government order-in-council.

WANT ADS

Ten cents per word per insertion. Twenty-five cents per word for three insertions.

WANT AD DEPARTMENT

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COLLECTION METHOD

AUTOMOTIVE COLLECTION SYSTEM—Complete—(4) Notices, (3) Final Forms. Samples, literature and testimonials sent FREE. Guaranteed. Write today . . . Mercantile Forms Company, 11 Avon St., Providence, R. I.

OPPORTUNITY

DISTRIBUTOR located in city of 300,000 in Eastern Great Lakes region selling 1,500 cars yearly seeks competent office manager, preferably with General Motors' Management experience. Starting salary $200. Furnish complete details first letter. Box 281, Automotive News, Detroit.

Late Model Cars Show Up Badly In Missouri Tests

ST. LOUIS. — Missouri's State Highway Safety Bureau has become alarmed over the mechanically defective automobiles being operated in the state following a recent random check of 3,000 cars on U. S. Highway 40 in Callway county.

The inspection showed that 86 percent of the cars inspected had some mechanical defect. Of the 2,600 defective cars more than 900 were 1941 models and almost 80 percent of these did not gain the tester's O. K. The 1940 models rang up an even worse record, only 12 percent of them being adjudged safe.

The oldest cars tested were of the '26 vintage and like all the other 263 tested cars built before 1935, none passed the test. The unsafe rating means that, given the proper situation, the failure of one certain defective part to function could cause an accident.

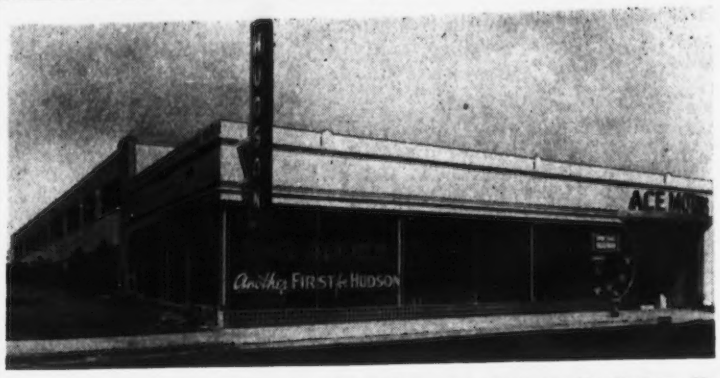
Lights were the most common defect found, 72.1 percent being insufficient, badly focused or glaring. Next came improper wheel alignments, often making steering difficult and fast driving hazardous. Thirty-five percent of the cars failed the wheel tests. Brakes were found to be faulty on 32 percent of the rejected cars. Equipment registered an 11 percent fault record and to "multiple defects" 45 percent was alloted.

Chrysler Dealer Opens New Modern Salesroom

DETROIT.—One of the finest and best equipped showrooms and service departments in the country has just been opened here by Jimmy Collins, veteran Detroit dealer, it was announced last week.

Everything about the new establishment, which will carry the Chrysler-Plymouth lines, is of the most modern and approved character, the result of Collins' many years of experience as an automobile retailer. The plate glass show windows are the largest in the city of Detroit and the shop has everything in the way of tools to turn out a good job in the shortest possible time.

"Dealers Tell Me," by John O. Munn, is an open forum for the expression of dealers' opinions. It appears weekly in Automotive News.



GEARED FOR sales and service. Ace Motors, Inc., Indianapolis, Hudson distributors, recently opened this modern new building to provide the kind of sales and service facilities which the company believes will be in demand in the '42 season. The new $100,000 structure is 80 feet wide by 260 feet deep. A feature of the salesroom is the use of fluorescent lighting.

Intensive Service Program Being Pushed by Studebaker

SOUTH BEND.—Studebaker is in the midst of the most intensive service program in the history of the 89-year-old company, according to D. O. Wilson, general service manager.

"At the present time our field service representatives are holding 125 meetings at key points, where, through lectures, sound-slide films, charts and mechanical displays, dealers and their entire service personnel are getting further important details on modern service management as well as the full service story on 1942 models.

"These are a follow-up to a series of 75 meetings which were completed in September," continued Wilson. "Conducted by regional managers in conjunction with members of the factory field service force and members of the Business Merchandising division, a total of 4,085 dealers and service managers heard and saw a comprehensive plan for securing additional and more profitable service business through the medium of closer interdepartmental coordination and a more vigorous follow-up of customers."

The service manager pointed out that future plans call for a November meeting in South Bend of service managers representing hundreds of dealer and distributor organizations. The basis of the meeting is described as "post graduate" work in service merchandising plus further concentration on the new product.

"These activities are indicative of a long term program designed to be of maximum assistance to our dealer organization toward the betterment of their service in all its phases," concluded Wilson.

Greater Activity Seen for Spark Plug Industry

FLINT.—Activity in the automotive replacement parts industry will increase as new car output is curtailed provided there is no hitch in obtaining required materials for production, George Mann jr., general manager of AC Spark Plug division of General Motors, said last week.

"Car and truck production of the past few model years, that is from 1937 to 1941, has been high, and it is this volume factor that influences activity in the replacement parts industry," Mann declared. "On top of this we have the abnormal new car curtailment condition, which will further boost activity of the replacement parts companies.

"Government purchases of new vehicles which specify that a certain accessory or part be installed, is creating considerable additional activity. The government generally requires that oil filters, for instance, be put on its new vehicles. This has created an important production increase in oil filters, which a little later on will mean further increases in replacement cartridges, or elements, for the oil filters.

"In the case of spark plugs, which usually rank first to third as the most important replacement part in point of volume, greater production can be expected. This will be true not only of spark plugs for cars and trucks, but for aircraft."

Building Service Goodwill

HARRISBURG, Pa.—In an effort to refute claims which have recently been made about widespread service chiseling, a member of the Pennsylvania Automotive Assn. conceived the idea of returning replaced parts to his customers in paper bags.

The idea of the bag is threefold: (1) assures satisfied customers and creates good will; (2) helps to sell other necessary repair jobs; (3) develops new customers, by word-of-mouth advertising.

The paper bags are inexpensive, and can be purchased from your local grocer, or he can tell you where to purchase them.

Goodrich of Canada To Be Headed by Sawin

MONTREAL.—George W. Sawin of Kitchener, Ont., has been elected president of the B. F. Goodrich Co. of Canada, Ltd. This position was previously held by John L. Collyer, who now becomes chairman of the Canadian company's board of directors in addition to being president of the B. F. Goodrich Co., Akron.

Sawin, vice-president and general manager of the Canadian company for the past five years, has been with B. F. Goodrich for over 29 years, starting as a salesman and serving in various capacities prior to coming to Canada from the United States in December, 1936.

Eldridge Named

CHICAGO.—The Alemite division of Stewart-Warner Corp. announces the appointment of Huntington Eldridge as special oil company representative on the Pacific Coast, acting as direct contact between Stewart-Warner and the oil companies in that area.

Automobile Par May Be Releas By British A

LONDON.—(UTPS).—Acti being taken to insure an ad supply of motors spare parts commercial vehicles in Brit cludes the release of Army for civilian use in case need, says the Ministry Transport. Production will ever, be limited by the inc demands for war purposes.

On the recommendation Motor Vehicle Maintenance ory Committee, of which Rootes is chairman, spares in short supply will be a only for vehicles immobili likely to be immobilized, fo of parts. Hoarded stocks wil quisitioned.

Co-operation of manufact and distributors has been to prevent the building of from used or new parts, an parts are to be reconditioned are being taken to insure a labor in repair shops for vita an and Army work.

Repair staffs at the Minis War Transport and Suppl been augmented. Spare par been added to the list of "e traffics" on the railways an have been taken to deal p with claims for war dam road transport plant and shops.

New Produc

New Spring Fastener Developed for P

TOLEDO, O.—A new m spring nut fastenings for has been developed by the Devices division of the Harvester Co. here.

Trademarked "Quickies," fasteners are claimed to ticulary adapted for use mobiles, radios, and kindr ducts, in that they are un by increased temperatures old type fasteners, it is increased temperatures cau studs to elongate, due to ing action of the old type nut and then when the pla gone back to normal temp conditions, the nut lost its and its holding relation to

• • •

New Shim Stock

GLENBROOK, Conn.—Larg piece shims are now available new 7-inch usable width of shim stock now in production Laminated Shim Co., Inc. here

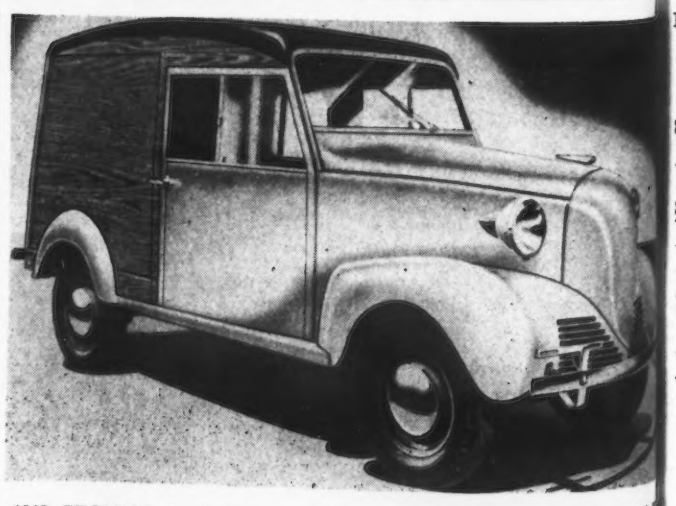
• • •

CHICAGO. — A line of spray type lubricating devices for use with lubricants contain persions of colloidal graphite, made available by Paasche Co. here.

• • •

New Tool Offered

CHICAGO.—A new type of tool, designed especially for approved-type double flares on steel tubing for gasoline and line connection work, has be nounced by Imperial Brass here. The new tool is said considerably lower in cost than ordinarily used for this purpo



1942 CROSLEY panel delivery, just announced, features an air-cooled kesha motor, natural-wood finish body, four-wheel brakes, safety gla weight of 1,085 pounds. High gasoline mileage is claimed.

Actual top and bottom prices on 1940, 1939, 1938 and 1937 used cars as advertised in local newspapers. SEDAN prices only used in this comparison. Newspapers used: Boston—Globe; New York—Times, Journal American; Philadelphia—Bulletin; Pittsburgh—Sun Telegraph; Cincinnati—Post; Detroit—News; Chicago—Herald-American; St. Louis—Post-Dispatch; Atlanta—Journal; Houston—Chronicle; Oklahoma City—Oklahoman; Denver—Post; Los Angeles—Examiner; Seattle—Times.

ADVERTISED Used Car Selling Prices

For Week Ending Oct. 12

(Copyright 1941—Automotive News)

MAKE		Boston	New York	Phila.	Pittsb'rg	Cin'nati	Detroit	Chicago	St. Louis	Atlanta	Houston	Okla. City	Denver	Los Angeles	Seattle	Natl. Avg.
Buick Series 40 Special	'41	1095	1000- 945		1095	1095	995- 895	1095- 895			1145-1095	1095		1040		1073- 960
	'40	865- 675	775- 675	725- 595	850- 775	825- 745	797- 599	795- 695	695	845- 795	845- 795					802- 705
	'39	625- 585	625- 545	595- 495	640	645- 595	535- 488	595- 495	568	600- 550		545	665- 595	695- 575		611- 547
	'38	499- 395	445	475- 445	495- 485	525	450- 439	485- 395		445	445- 400	495		545- 494	575	490- 436
Cadillac 60 Special	'41													2495		2495-2495
	'40						1195					795		1395		1128-1128
	'39				875								995- 895	1125		998- 895
	'38			565												565- 565
Chevrolet Master Deluxe	'41	795		795			727- 690	745- 685					795			772- 688
(Master 85)	'40		595- 425	645- 495	675- 650	645	635	575- 525	645- 595	675- 550	645- 500	675- 625	695- 599	625- 595	765	654- 556
"	'39	495		445		565	435- 400	495- 345	565	495- 475	525	485	550- 445	589	695- 625	528- 458
(Master)	'38	425- 265	370- 285	385- 295	419- 415	395	275	395- 345	445- 295	395	395		450- 425	465- 370	545	412- 337
Chevrolet Special Deluxe	'41	795					765- 745	795		875- 695	825- 775		875	895- 795	845	834- 752
(Master Deluxe)	'40	665- 585		596- 595			625- 525	545- 525	625- 575		695	625	745- 685	750- 725	765	664- 605
"	'39	475				565- 495	495- 439	499- 475	550- 375		595- 495		595- 565	595		546- 474
(Deluxe)	'38	385		425	365	425	395	395- 265	395		425	445	475	375		410- 265
Chrysler Royal	'41	1095						1045			1045			1095		1070-1070
	'40	845	695	785	825	795	600	695- 645						785		752- 645
	'39	645- 625		565		595	488	495- 465	575		595					565- 545
	'38	470	298	450	475	395	395	385- 345						525- 365		424- 355
De Soto	'41	950- 895					875- 795									912- 845
	'40	725- 695			695- 689		645	695- 645			795			777	895	747- 676
	'39	595- 575	550- 345		549- 425			525- 495	495					550		544- 460
	'38	485- 475	258		425		369	395- 350	425		395			495	595	427- 412
Dodge	'41				985		875- 750		895	1095	945					960- 750
	'40	735- 545	675- 495	695- 595	745- 598		685- 535	645- 595					795	595		696- 560
	'39	565- 495	539- 465	485	585	545	495	575- 485		595- 450	495		599- 595		695- 675	561- 527
	'38	425- 339	298	395- 365	450- 425	425	366	395- 295	395		295	395		478- 375		393- 360
Ford V-8 Special	'41	695	825		699		695- 635		795- 695							742- 665
(V-8 "85")	'40	595- 495	597- 475	564- 435	595	550	460- 410			695- 525	645- 595	625- 575				592- 501
"	'39	445- 345	527- 328		485- 475		395- 390	445- 360	445	545- 395	495		495	460		474- 382
"	'38	345- 275	345- 227	345- 295	445- 395	375- 345	335- 300	345- 285	350- 299				375- 345	545- 366		381- 313
Ford V-8 Super Deluxe	'41	825- 565	745	595	785	795- 665	765- 645		695	845		795- 695	795	895	995- 787	794- 672
(V-8 Deluxe)	'40	560	615- 575	550	595- 490		595- 425		625- 595	675- 665	685- 520	625	675- 645	695- 625		627- 567
"	'39	445- 410	500	375	495		475			495- 475			525	595- 565		488- 484
(V-8 "85")	'38	359- 325		375	375		369		295	335	375	395	425- 399	495- 360		380- 361
Hudson Six	'41	995- 795	599- 596	685			775					995	699	795- 699		792- 693
	'40	645- 545	525	595	666- 485	545	625- 495	595- 495	595		795- 695	595	645			620- 543
	'39		497- 295	475	545		419	395	395- 345		550- 395		525- 445	500		478- 370
	'38	395	329			465		245- 195	395	325	345	395	395		500- 415	379- 305
Lincoln-Zephyr	'41	1345-1245	1395-1297				1195							1195		1282-1271
	'40	997- 875	945- 850		845		795				895- 875					895- 866
	'39		725- 625			695	589- 566		695- 575	645	595			650	895- 777	686- 636
	'38	495	495- 275				525- 495		445			425		625- 495		502- 422
Mercury	'41		865	795		895	825	895			975			1050		900- 900
	'40		665- 581		725		635- 569	695	695			695	795- 745		879- 875	723- 692
	'39	595- 450	545	495	575		595- 497	595- 465					695- 595	595	695	599- 502
Nash Ambassador Six	'41						749	895- 795						945	845	860- 795
	'40	675- 645	545	645		695	695- 622	675- 595			695- 645					660- 626
	'39		455			595- 495		475	545			545				523- 495
	'38	495	447- 350				395								475	454- 350
Oldsmobile Six	'41		875				895			950		1095		875		940- 940
	'40	850- 650	795	645	735	895- 725	650	595	795- 695	845- 645	695	745- 725		845- 795	845	764- 706
	'39	595- 415	495			585- 575	545- 444	545- 495	565- 545	595	565- 495	545- 495		595- 575		563- 505
	'38	445- 425			445- 427	425		445- 425		395			525- 399	495- 425		454- 420
Packard Six	'41	1195- 995				995					965					1052- 995
	'40	775- 595			795	795	725- 589	735- 645	795- 775		795	795- 725	795	895		790- 666
	'39	495		575				495		575			695			567- 567
	'38	495		445		495		395	425		395			410		437- 437
Plymouth	'41	765		725	725- 697			725- 695	795- 720		845					763- 704
	'40	675- 495	675- 525	565		645- 495	460	595- 485	570- 425		625- 488	595			775- 675	618- 513
	'39	545- 350	475- 375	495- 425	489- 425		475- 400	475- 395	495- 465	495- 465	495			495	650- 575	508- 430
	'38	445- 285	397	295	425- 383	350- 295	350	399- 285	325	395- 375	375	425- 325	475	495	575	409- 324
Plymouth Special Del.	'41	850- 695	745	745- 695	825		745- 650	745		875- 800			765	945- 799	975- 895	822- 756
(Deluxe)	'40			585- 565			595- 565	510- 495		595	665	645	569	695	845	634- 542
"	'39	535- 415		465- 395	495		475- 335	475- 395	528- 345	545- 495	495- 425	495	625- 525	545- 525	595	523- 430
"	'38	395- 300		365	389	425	395- 365			425	365- 325	355- 295		445- 393	475	403- 336
Pontiac Six	'41		985- 975				895- 799	895	995	845						923- 887
	'40	695- 679	725- 595	695- 645	825- 625	725	785- 650	745- 585	745- 665		695- 595	725	765- 669	850- 645	865- 765	757- 647
	'39	595- 500	590	485		545		529- 425	495					595- 545	695	566- 490
	'38	370	385- 197		495- 450	445				395			445	495- 385	595	453- 344
Studebaker Champion	'41							675								675- 675
	'40					595									695	645- 645
	'39													595		595- 595
Studebaker Commander	'41			925	900			845		1095						941- 941
	'40							695						845- 745		770- 745
	'39			495			525							695- 595	795	628- 595
	'38		447- 315	395				385	445	475						430- 315
Willys-Americar	'41		559													559- 559
	'40		395	395			469						475	500		447- 447
	'39		298			295	329							395		329- 329
	'38												299			299- 299

National Average, All Makes, Oct. 12—$671-$613
National Average, All Makes, Oct. 5—$671-$600

Used Car Selling Prices, as advertised in the classified section of metropolitan newspapers nationally, are compiled exclusively by AUTOMOTIVE NEWS *as a copyrighted feature. This is the first time anywhere that bona-fide top and bottom prices have been compiled from published figures to establish the trend of the market and the resulting national index. Where no prices are quoted, no car of make and model was offered during the period covered.*

Used Car prices in Cleveland, Indianapolis, New Orleans, Dallas, Kansas City, Minneapolis and San Francisco appeared on this page last week and will be published again next week.

Automotive Washington

Real Action Forthcoming on Materials; Russia Is Key to U.S. Outlook

By William Ullman
Washington Correspondent

WASHINGTON.—The crackdown in materials is starting in real earnest. That is the biggest story in Washington today, and certainly the most important so far as all business and industry are concerned. The ban on use of copper in non-defense products, the warning that all inventories "both governmental and private are being checked to prevent overstocking and hoarding," are highly significant indices of the probable course of events in the months to come.

It means that if business and industry think Washington has been tough before, "they ain't seen nuthin' yet." There is no effort here now to conceal the fact that, regardless of protests, the government is going to take an increasingly strong line with respect to the entire materials situation.

And that goes for the Army and Navy, too. Inclusion of the armed forces in the SPAB crackdown on hoarding comes as a direct result of complaints from makers of both defense and non-defense products that Army and Navy procurement officers have been buying up far larger quantities of scarce materials than required. Here is a case in which defense officials, at least some influential ones, are known to agree with business and industry.

* * *

Power Relinquishment A Problem

HOWEVER that may be, the picture as a whole is one of increasingly rigid controls, ever more drastic rationing of every essential and semi-essential material, and constantly growing use of the vast centralization of power at the National Capital.

Defense officials, most of them, agree with the Administration that these steps are vital to national security. The struggle is going to come, the feeling persists, when the emergency has passed and business and industry rightfully look to Washington to relinquish its extraordinary powers—powers which give the federal bureaucracy a virtual stranglehold upon the economic and productive life of the country.

Administration spokesmen are at pains to pooh pooh even the possibility of such a turn of events; other more objective observers are not so sure that the relinquishment will be achieved effortlessly.

* * *

Much Depends On Russian Army

THE POSITION of the Russian armies as they are driven back before the relentless attack of the Nazi legions is having its effect here in many ways. Of utmost importance, it is adding weight to the arguments of those who have been demanding actual all-out defense production —100 percent (or nearly so) curtailment of non-essential goods.

It has had its effect as noted above, namely, more rigid control over materials. It has had its effect upon the determination of defense officials to punish those who disobey its edicts, as witness the Chicago aluminum case. If the situation on the eastern front deteriorates still further, if the winter finds the Soviet capacity to resist broken, one may expect that the tempo of the effort to convert America into democracy's arsenal will be speeded and the program itself will be further broadened.

There is more and more off-the-record talk here of the role which this country will be forced, by events, to play. Should Russia be thoroughly and decisively beaten (and Washington by no means has given up hope that the stubbornly resisting Soviet troops yet may be able to check the Hitler hordes) the issue of the war then will be wholly up to Britain and the United States.

* * *

No Reason For AEF Yet

MUCH has been said to the effect that there never will be another AEF. Most competent observers here, when they speak their minds fully and without restraint, are of the opinion that the United States, being wholly and completely committed to the objective of defeating the Nazis, will go the limit. There will be no AEF unless there is dire need for one. But if Russia goes down, and if Britain appears in danger of doing likewise because of lack of manpower, it is a safe wager indeed that the "no AEF" slogan will be thrown into the rubbish barrel.

Washington does not believe that the situation has reached that point yet. The Administration is banking heavily and praying quite fervently that the German machine will crack in some vital spot before that. At the worst, Washington does not believe that that kind of intervention would be necessary before 1943.

In the meantime, everything is going to be done to send the juggernaut of defense production crashing along at a rate which seemed fantastic two years ago but which rapidly is being approached now.

* * *

Official Washington last week had an opportunity, along with the public generally, to see a group photograph of all of the new model automobiles, published in each of the local newspapers.

It happened this way: The Washington Automotive Trade Assn. decided not to hold a show this year, but at the same time quite rightly wished the Washington public to know that the new cars were there, that they were handsome, durable, and splendidly improved, and that, contrary to rumors, for the time being at least ample supplies were available.

So officials of the WATA saw to it that all of the new models were lined up at the Columbia Country Club where they could be inspected by the invited newspapermen and photographed en masse by the news cameramen. At the same time, the background story, the real story, of the fine 1942 cars was told to the newspapermen. The result: A group picture of the cars in each paper along with a story which got over a number of highly important facts—highly important to the public as well as to the dealers. First reports indicate a decidedly favorable reaction.

* * *

Automobile Shows Post-War Must

ALMOST without exception official and unofficial observers here who are familiar with the history of the automotive industry and are genuinely concerned over its future welfare and progress, are looking forward to resumption of the national and local automobile shows at the earliest possible moment. As has been so well stated by AUTOMOTIVE NEWS Editor Chris Sinsabaugh, the national shows always have been the "alarm clock" which directed public attention to the new models. The shows, local as well as national, not only accounted for many direct sales but, of even greater importance, they signalized the opening of a new selling season. They dramatized the new offerings. They created and fostered the desire to open one of the alluring new cars, shown in a setting of light, color, and music.

None who knows intimately the story of the growth of the automotive industry underestimates the value of the national and local shows which, in addition to all else, brought to the industry as a whole and to the individual manufacturers and dealers a vast amount of publicity which otherwise they would not have secured.

Properly stage-managed, the automobile show can be in the future as it has been in the past a tremendously powerful constructive factor in the sale of motor cars. It is unthinkable that the industry will not resume these exhibitions as soon as it is practicable to do so.

Dealers tell me . . .

(Continued from Page 3)

in Portland, Ore., who is at present the NADA director from that state:

"What we did during the years 1917-18, and what we will do this time, will be very different. In the above period I was a Ford dealer, and in those days we made no money upon the sale of our cars, but in the maintenance thereof. Too, our expenses, per new car sold, were very small compared with those of the present.

"Today, our cars are made so much better that they require very little maintenance, which means we must look to our new cars for our profit. I well recall that I bought used Ford cars and paid more for them than the purchaser paid for them new a year or more prior.

"As I see the picture of our present and future, we must have enough new cars to meet expenses, as we cannot look to the service end of our business to pay the total expenses.

"The automobile back in the early days, was considered a luxury, but today the automobile has become a necessity, and if the government cuts the automobile supply to figures now proposed, such as 50 percent, this fact of necessity will be proved without a doubt, both to the minds of our legislators and Administration. Without the automobile, this country will fail in meeting its objective in our defense program."

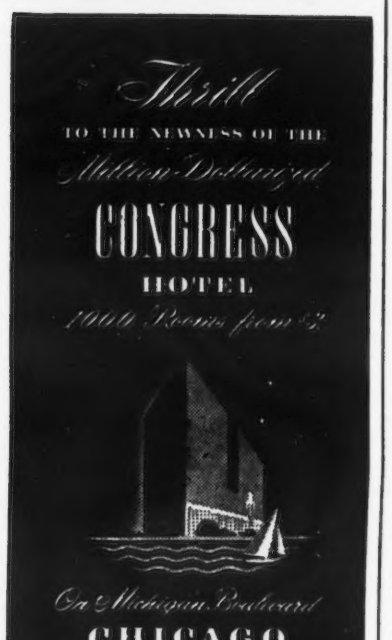
Youngstown Steel Plants At 98 Percent of Capacity

YOUNGSTOWN, O.—Hampered by Mahoning river's bad water situation and loaded down with technicalities of the priorities system, Youngstown steel plants operated at 98 percent of capacity last week.

A strike at Shenango Furnace Corp. forced banking of two blast furnaces, reducing active units to 22, lowest in nearly a year. Executives said Mahoning's water supply is alarmingly low.

Wage Ruling

DETROIT.—Workers engaged in retreading or recapping tires are considered part of the rubber products manufacturing industry and must be paid a minimum wage of 40 cents an hour, the U. S. Wage-Hour division announced last week.



Pontiac Dealers Confer . . .

THESE PONTIAC dealers from the Midwest region and V. A. D[illegible] assistant general sales manager in charge of the West, send a telegra[illegible] last week's Pontiac dealer merchandising council meeting to Allen Wrig[illegible] west regional manager in Chicago who is recuperating from a long illne[illegible] to right, H. A. Miller, D. Miller Motor Co., Joplin, Mo.; J. A. Janeta, [illegible] Motors, Inc., Duluth, Minn.; W. C. Stanlik, Franklin-Weber Motors, C[illegible] Davison; L. L. Saks, Downtown Pontiac Co., St. Louis, and John [illegible] Omaha Motor Co., Omaha.

OTHERS ATTENDING the Pontiac meeting in Detroit last week were, [illegible] right, H. J. Davidson, Metropolitan Pontiac, Inc., Denver; Ralph E. [illegible] Totem Pontiac, Inc., Seattle, Wash.; Rea Keech, Rea Keech Pontiac, Inc., [illegible] more, and V. A. Davison, assistant general sales manager for Pontiac in [illegible] of the West.

ALSO PRESENT were, left to right, G. W. Close jr., Close Motor [illegible] Toledo; James A. Grier, manager of Central region for Pontiac, and C. J. [illegible] mon, C. J. Harmon, Inc., Cleveland.

Pontiac Dealers Discuss Way Of Meeting Sales Problem

DETROIT. — The two-day merchandising discussion of 25 key Pontiac dealers from all 23 zones, held here last week, clearly emphasizes the fact that it is still too early to know exactly what to expect in automobile sales.

Definitely in some localities new cars are selling freely while in others considerable sales effort is required. In still other sections dealers are experiencing an actual used car shortage. Which type of market, a sellers' or a buyers' will predominate, is hard to tell.

However, as D. U. Bathrick, Pontiac general sales manager, pointed out, the opinion of these dealers coincides with other surveys made to the effect that people who thought that 50 percent curtailed car productions would sell themselves, have changed their minds. Dealers who are putting forth the best effort backed by sound business judgment are experiencing little difficulty in selling 1942 Pontiac cars.

Dealers are said to have reacted favorably to cars they saw at the Pontiac factory in which chromium plate and the so-called bright work had been eliminated in accordance with announcements made recently in Washington. Just how extensive these changes will be or when they will be made is not definitely known.

All dealers showed a keen interest in service plans. The qu[illegible] of service advertising was [illegible] cussed, as well as the various [illegible] in effect and proposed for tra[illegible] service mechanics to replace [illegible] called up by the draft or tra[illegible] ring to defense industries.

The curtailment period is re[illegible] nized as a time when dealers [illegible] have a better opportunity to re[illegible] maximum service efficiency to [illegible] owners. An increasing amou[illegible] their mechanical facilities and [illegible] mechanics' time formerly use[illegible] recondition used cars and to [illegible] ice new cars is now being rele[illegible] to devote exclusively to custo[illegible] service.

As Bathrick summed it up [illegible] is bound to mean faster, [illegible] efficient and more satisfac[illegible] service for Pontiac owners ev[illegible] where.

Highway Users Pay $1,327,277,000 Taxe[illegible]

WASHINGTON.—State trea[illegible] uries collected $1,327,277,000 fro[illegible] highway users in 1940, an i[illegible] crease of 6 percent over 19[illegible] John N. Edy, acting Feder[illegible] works administrator, announ[illegible] last week.

State gasoline taxes accoun[illegible] for $870,136,000, motor vehic[illegible] fees $439,178,000 and motor ca[illegible] rier taxes $17,913,000.

Sparks

By *Chris Sinsabaugh*

(Continued from Page 1)

plete their courses, and equally hard to keep them after graduation, but in spite of that 2,000 graduates still remain in Ford Motor employ. The others have gone to all parts of the country as draftsmen, laboratory metallurgists, foremen and superintendents; 60 are teaching vocational training; many have put themselves through college on the proceeds of their scholarships, and some have become clergymen, lawyers or musicians. Students are encouraged to start bank accounts, present ones totaling $115,000. Today the normal enrollment is 1,800, with a waiting list of 5,000 names. This, however, is only *one* of four Ford industrial training schools, the total present enrollment of all being 9,300.

"The Trade School faculty numbers 349 men who teach 16 subjects including English, mathematics, the sciences, civics, economics, commercial geography and shop theory.

* * *

"IN THE past year the Ford Motor Co. paid the trade school more than $2,000,000, but only about one percent of that can be called a contribution. Students are trained upon work for which the company is willing to pay, and thus both the company and the school are reimbursed. In the lower grades the students salvage small tools, repairing screw drivers, oil cans, wrenches and about 500 safety goggles a day, while in the higher grades they repair micrometers and dial indicators of precision tools. From this they progress to more important work, all of it interspersed with regular periods in the classroom. Forty percent of the student's time is devoted to classroom studies. The shopwork demonstrates the value of the bookwork. The boys acquire not only hand skill and a knowledge of mechanics, but also an understanding of the relation between education and personal competency. They acquire a respect for the work itself because what they do is not merely an innocuous practice stunt on some fragile and ornamental nonsense, but useful worth-while work for which a big business actually pays real money. There have been years when as much as $8,000,000 was paid the school for these services. That is the advantage of such an institution's being connected with industry—it can be made practically self-supporting, and self-support is Mr. Ford's ideal in everything. But, as it simply is impossible for one concern to do all that ought to be done, it is pleasant to note that in the last year or two several manufacturers have inaugurated similar schools.

"The sole object of Henry Ford Trade School is to make self-reliant citizens. Proper vocational training, besides being a preparation for practical living, is and should be a stimulus to independence of character."

Nash Promotes DeVlieg; Other Changes Made

KENOSHA, Wis.—Announcement of promotions in the production and engineering departments of the Nash Motors was made last week by George W. Mason, president of Nash-Kelvinator Corp.

R. A. DeVlieg, formerly general works manager, has been elected vice-president of the corporation in charge of all Wisconsin operations. De Vlieg came to Kenosha five years ago from the Reo Motor Car Co., where he was vice-president in charge of manufacturing.

It also was stated that N. E. Wahlberg, vice-president, will head up a newly-formed Engineering Research division. In this capacity, Wahlberg will have charge of the varied future development research activities of the corporation.

Associated with Wahlberg in his new developmental research activities will be Meade Moore, as chief research engineer of this division.

Completing the list of promotions, it was announced that Floyd Kishline will be the new chief engineer replacing Moore. He will report directly to DeVlieg and will be in charge of the Nash product engineering activities.

Now and Then . . .

IN THE FIRST decade of this century, when seemingly everyone interested in motoring wanted to become an automobile manufacturer, there was a Chicago youngster who was bitten by the bug. He was C. A. Tilt, who always will be Art Tilt to his old friends. His father manufactured the famous Diamond T shoes, so after Art blueprinted the chassis and engine for the sport roadster he had designed, he built it in the shoe factory in 1905. In style and performance it was years ahead of its time. Although local, the Diamond T sold well, but in 1911 Art got an order for trucks, which led him into that field, the passenger car end of the Diamond T Motor Car Co. being abandoned. Since then the company has built only commercial vehicles. It built several thousand heavy-duty trucks for the U. S. War department in the last unpleasantness, and high officers in the Quartermaster Corps declared that no manufacturer produced better trucks than those turned out in the Diamond T plant. This set up Tilt as a national manufacturer and resulted in a radical departure in truck manufacture by Diamond T. Tilt held that the days of the slow-speed, solid-tired truck were practically over and that the factory branch method of distribution was too cumbersome and expensive. So he developed a complete line of high-speed six-cylinder trucks on pneumatic tires and now sells his trucks through about a thousand dealers in the U. S., Canada and foreign countries. Today he claims to be the largest independent manufacturer in the world building motor trucks exclusively in a plant covering 25 acres and with 360,000 square feet of floor space. The pictures are interesting. On the left, the Tilt of today and on the right the youngster in 1910 when he was building passenger cars and participating in automobile contests of those days.

ALMA CARROLL, recently chosen as "Miss America of National Defense," selected a 1942 Oldsmobile Series Seventy club sedan for her visit to the enlisted men in leading training camps throughout the nation. "Miss America" accepted delivery of her new Oldsmobile in Lansing from D. E. Ralston, Oldsmobile's general sales manager.

Canada

(Continued from Page 1)

mobiles or accessories from the United States, and they are not able to foresee how they will combat the possible difficulties which may arise from this ruling.

Industrialists, while favoring the principle of a price ceiling and a cost-of-living bonus, decline to comment at the moment, preferring to await details as to how the new rules are to be carried out. Labor, on the other hand, is dead against the whole plan, and leaders of organized labor in Canada have protested vigorously against their not having been called into consultation.

Among the merits and demerits of the new rules, far from least of the former is that it deprives labor of the profit motive for striking.

The whole matter is full of prickly thorns for the allied automotive trades, and patriotic though their leaders are, they are not yet willing to give an opinion as to how the far-reaching policy can be carried to a successful issue.

* * *

Henderson Says U.S. Not Ready for Price Lid

WASHINGTON.—While congressional committees rushed work on the U. S. price-control bill, believing that Canada's new price and wage ceilings strengthens their hand for a similar setup, Price Chief Leon Henderson declared last week that Canada's ruling is a "drastic experiment" and opined that the U. S. is not yet ready for adoption of such over-all control.

Henderson, champion of controls over prices and rents but not necessarily over wages, asserted in a report to President Roosevelt that Canada actually did not put a ceiling on wages, because of the cost-of-living bonus system.

"We have not reached the state where we need or could wisely adopt the drastic control which Canada has instituted," Henderson told the President.

"But we do need legislation which will at least enable us to do what Canada has been doing for the past two years. If we act promptly we may yet be able to forestall more far-reaching regimentation. Our emergency price control bill is a program for the immediate future."

"Henderson declared the major purpose of the Canadian move was to speed armament production by stabilizing living costs and industrial conditions and added that increasing living costs in this country indicated that "we too need price legislation and we need it fast."

France Orders Old Cars Must Be Sold for Scrap

VICHY.—Because of the lack of metal all automobiles of models manufactured prior to Sept. 1, 1925, unless used as trucks or buses, must be sold to the government which will salvage all the metal they contain, the New York Times Service reported last week.

It was pointed out, furthermore, that such vehicles because of many years of wear and tear consume an exaggerated quantity of fuel and lubricants. Owners who fail to comply will be fined and their cars confiscated.

Copper

(Continued from Page 1)

plies were cut 10 percent in August. See story on page one.

In the event all copper is prohibited for automotive use, then what?

Copper, either pure or mixed with zinc to form brass, is used for many important parts on the automobile. Mouldings, head lamp runs and hub caps are the most obvious external ones. The copper tonnage, however, is in radiator cores. Wire, headlight reflectors and screws are less weighty but important uses.

To reduce the consumption of copper, several cars are changing their headlight reflectors from silvered brass to glass. This is a more expensive but superior construction and will be found on the lowest-priced cars this year.

Another big use of copper, which has been eliminated in the OPM order, is for hot water heaters. Two-thirds of the cars sold in the northern states are equipped with heaters so this will be a heavy blow to these heater makers. Cars having hot air heaters made from steel will not be affected by this order. Hence some car buyers will still be able to keep warm this winter in their new cars.

"Isn't there any replacement metal for copper in radiators and heaters?" one asks. Certainly there is but it is not so efficient. Steel could be used in place of copper. But steel rusts—therefore it must be protected. There are two kinds of protected steel that could be used—tin covered or tin plate as it is called, or terne plate which is lead-covered steel. Both of these can be soldered, which is an essential requirement in fabricating radiator cores.

Tin plate may be used, but tin is so important for other defense purposes that it may not be available. So that brings us to terne plate. This has been used for years in making gasoline tanks. It can be used in making radiators, too, but with the same handicap always experienced with steel — namely poorer heat conductivity. R. H. McCarroll, of the Ford Motor Co., in discussing the possibilities of steel as a replacement, said it would require 18 percent bigger radiators if the industry used terne plate cooling fins. And if the tubes and fins were both of steel, it would require a 40 percent larger core than with copper. That is the reason engineers have never cared to use steel for radiators unless they could not get brass or copper.

Steel fins and copper tubes are probably the best replacement although one maker was contemplating the use of tin-plated steel tubes in place of copper if a change had to be made.

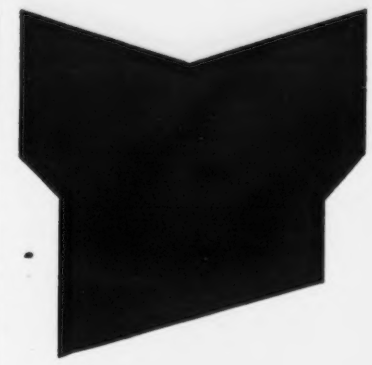
Terne plate may have to be eliminated in some parts of the country where there is alkaline water. Probably copper cores will be allowed in these parts of the country. If not, then users will have to use distilled or rain water. If they don't use water, perhaps they can get by with kerosene or some other chemical compound. It may be possible to inhibit the corrosive properties of the water by chemical means just as is done in boilers used in those same parts.

NAM Congress Expected to Draw Overflow Crowd

NEW YORK. — Ten thousand manufacturers, the majority of whom are engaged in defense production, are expected to participate in the Congress of American Industry which will be conducted here Dec. 1-5 at the Waldorf-Astoria hotel by the National Assn. of Manufacturers.

Walter D. Fuller, president of the association, has announced that Donald Nelson, executive director of the Supply Priorities and Allocation Board; William S. Knudsen, director general of the Office of Production Management, and Federal Price Administrator Leon Henderson are scheduled to speak.

"Dealers Tell Me," by John O. Munn, is an open forum for the expression of dealers' opinions. It appears weekly in Automotive News.



For the Instant Heater Performance Car Owners Demand

Sylphon

THE Standard THERMOSTAT

THE FULTON SYLPHON CO. KNOXVILLE, TENN.

—says Fortune:

68.04%

RENEWALS

(at $10.00 a year)

A magazine's renewal percentage is a basic measure of subscriber interest and readership — an accurate index to advertising effectiveness. FORTUNE is one of only five general magazine members of the Audit Bureau of Circulations that publishes an audited renewal figure.

—so when Automotive News renews 78.27% it must be pretty good, too!

Member

ABC

Audit Bureau of Circulations

--particularly when you consider these additional facts

(1) Automotive NEWS has the highest subscription price ($4 per year) of any tradepaper in its field.

(2) Offers no premiums or other inducements for *either* new or renewal subscriptions.

(3) Has *no* "free-list." Manufacturers, executives and dealers *all* pay for their subscriptions.

TODAY AUTOMOTIVE NEWS:

(1) Has the *largest* net paid circulation in its 16 years of continuous publication;

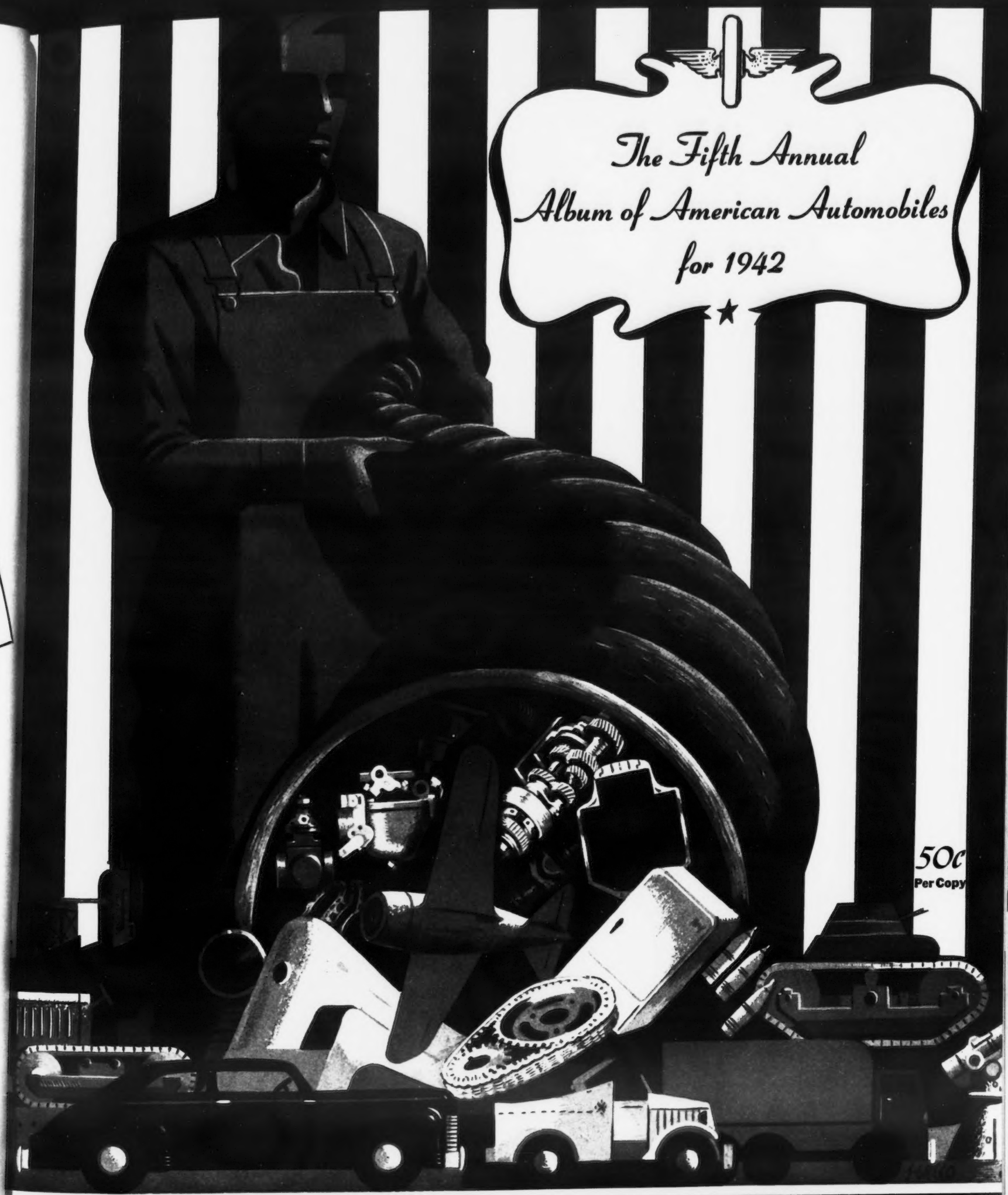
(2) The greatest number of staff correspondents covering every major market from coast-to-coast;

(3) Is the only weekly source of Registration, Production and Used Car Advertised Selling Prices;

(4) Is the only weekly business paper member of the Audit Bureau of Circulations in the automotive field.

Recently referred to in Washington as *the Bible of the automotive industry* it has attained this position by demonstrating by 16 years Service its absolute Independence, Authenticity and Aggressiveness!

That is why Automotive NEWS, the newspaper of the industry, can demonstrate a renewal percentage of 78.27%, a remarkable showing matched by only a few publications, of any kind, published in America.



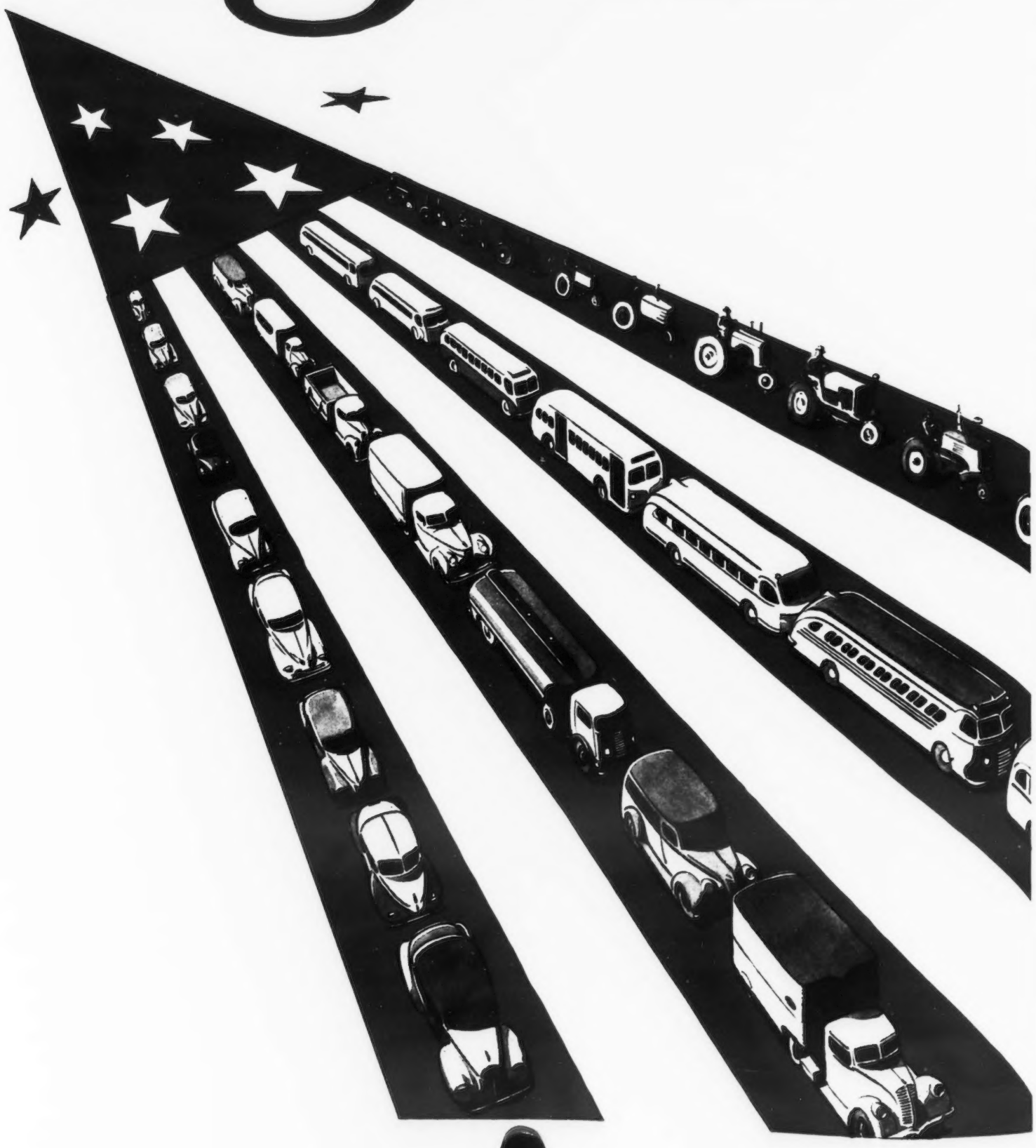
Automotive News

The Newspaper of the Industry

Second Section--October 27th, 1941.

This year – instead of an automobile show—

A SHOW



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DOWN!

YOU who build or sell or service America's motor cars and trucks and tractors *know* the important part that the automotive industry is taking in this grim game of showdown.

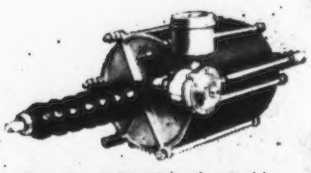
But in this historic year, it isn't all flags and drums, guns and tanks, ships and planes . . .

There is that vast army of men and machines whose job is providing *transportation* . . . wheels that must roll to keep flowing the supporting life-stream of parts and materials and food and clothing.

On this front, too, the automotive industry stands firm at its appointed post; ready and able to produce, equip and maintain the automotive transportation of America. And on this front, particularly, Bendix is proud and thoroughly able to serve the great American industry upon which the nation has placed such heavy responsibility with such complete confidence.

So in this year of the Big Showdown, we say—as we have said in the years before, and shall continue to say in the better times to come—

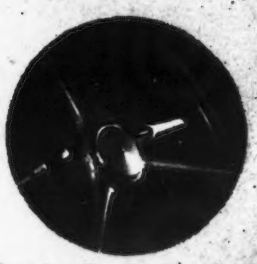
Call on Bendix!



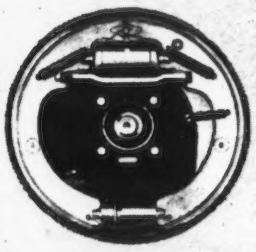
Bendix B-K Vacuum Power Braking. World's favorite... constantly improved.

Stromberg Carburetors, foremost in consistent, enduring, good performance.

Bendix-Weiss Constant-Velocity Universal Joints, an engineering triumph against vibration.



Bendix Finger-Tip Gear Shifting, pioneer and pacemaker of modern gear control.



Bendix Brakes—hydraulic and mechanical—embody every vital braking advantage, including experience.

Bendix Products

BENDIX PRODUCTS DIVISION

OF BENDIX AVIATION CORPORATION • SOUTH BEND, INDIANA

IN CANADA: BENDIX-ECLIPSE OF CANADA, LTD., WINDSOR, ONTARIO

For the service of America

Here's the highest-quality motor car Chevrolet has ever offered to the motoring public . . . with fleet, modern, aerodynamic lines and Fisher Body beauty which create "the new style that will stay new". . . with a powerful, thoroughly proved Valve-in-Head "Victory" Engine, built of quality materials and designed to lead in combined performance and economy . . . with all the fine comfort, convenience and safety features which have made Chevrolet the nation's leading motor car for ten of the last eleven years.

IT PAYS TO BUY THE LEADER AND GET THE LEADING BUY

Recently referred to in Washington as the [illegible] demonstrating by 16 years Service its absolute Independence, Authenticity and Aggressiveness!

That is why Automotive NEWS, the newspaper of the industry, can demonstrate a renewal percentage of 78.27%, a remarkable showing matched by only a few publications, of any kind, published in America.

Only this finest of Chevrolets has all these finest of features

THRILLING NEW "LEADER LINE" STYLING

"The New Style That Will Stay New"

With larger, longer hood . . . deeper, more massive front fenders, sweeping back into the door panels . . . distinctive new "Door-Action" Fenders . . . graceful new "American Eagle" grille . . . more widely spaced headlights (7 inches farther apart).

LONGER, LOWER, MORE MASSIVE APPEARANCE

Adding still further to "that high-quality design" which helps to make Chevrolet for '42 the fine car of the lowest-price field and which will cause more and more people to ask, "Why pay more? Why accept less?"

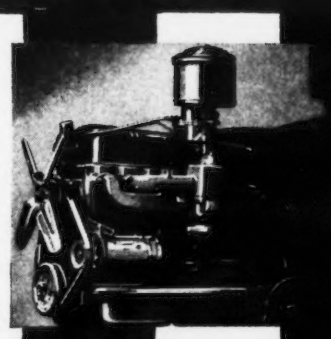
NEW BODIES BY FISHER

(Concealed Safety-Steps and No Draft Ventilation)

With a wide variety of sparkling new color combinations . . . with ultra-wide front and rear seats . . . with fittings and fabrics fully worthy of the Fisher reputation for building the most beautiful of all motor car bodies.

PROVED VALVE-IN-HEAD "VICTORY" ENGINE

With the dependability born of millions of predecessors . . . featuring the same sturdy cast-iron pistons . . . designed and built to be first in acceleration, in hill-climbing, in all-round performance, among all biggest-selling low-priced cars.



UNITIZED KNEE-ACTION

That special, advanced, Chevrolet type of Knee-Action which is *built as a unit* at the factory and *fitted as a unit* to the car . . . exclusive to Chevrolet . . . and acclaimed by owners everywhere for its ability to give "the world's smoothest, steadiest ride."

EXTRA-EASY VACUUM-POWER SHIFT

(at no extra cost)

Tested and proved through billions of miles of use . . . 80 per cent automatic, requiring only 20 per cent driver effort . . . fully deserving of the title "the world's easiest gearshift."

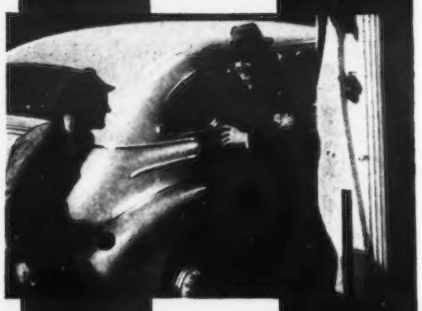
SAFE-T-SPECIAL HYDRAULIC BRAKES

Designed to stop more quickly with less driver effort . . . to be completely under driver control . . . to last longer . . . and, above all, to be *truly equalized* at all times.

CHEVROLET ECONOMY

(A Personal Advantage— A National Asset)

You use less gasoline and oil, spend little for service and upkeep, when you drive a Chevrolet. . . . In fact, it's the most economical of all the biggest-selling low-priced cars. . . . And, of course, such economy now becomes both a personal advantage and a national asset.



Plus many more quality features, including even a handy, practical foot scraper built into each forward entrance step . . . new radiator and hood ornaments . . . heavier, huskier, deeply-crowned bumpers . . . box-girder frame . . . Tiptoe-Matic clutch . . . and stabilized front end.

CHEVROLET MOTOR DIVISION, *General Motors Sales Corporation*, DETROIT, MICHIGAN

STUDEBAKER···THE

A message meant for Studebaker dealers and Studebaker dealers only

You men who market and service Studebaker cars know better than any words of ours can tell you that you've been provided with the finest quality merchandise in Studebaker history in the new 1942 Studebaker models.

You have a big, roomy, economical new Studebaker Champion in the lowest price field. You have a distinctive new Studebaker Commander. You have an impressively styled new Studebaker President Eight.

We've put the best materials and the finest craftsmanship in the automobile industry into these cars.

We've engineered them to perform brilliantly and to deliver gasoline economy that can't be matched by competing cars.

And most significantly, we've priced these Studebakers with appreciative regard for the public's increasing expenses.

As Studebaker dealers — and thus, in a sense, as Studebaker partners — we want you to know that Studebaker's time-honored policies of fair dealing with you and with the public will remain unchanged.

Should the National Defense requirements be increased or altered, you can depend upon it that Studebaker will produce only the kind of transportation equipment that will add luster to the Studebaker name.

THE STUDEBAKER CORPORATION
SOUTH BEND, INDIANA

FOR AMERICA'S DEFENSE
Studebaker is building an unlimited quantity of airplane engines, military trucks and other matériel.

The Studebaker Champion is the lowest priced Six in America

Lower than any 6! Lower than any 8!

Recently referred to in Washington as [illegible] **demonstrating by 16 years Service its absolute Independence, Authenticity and Aggressiveness!**

That is why Automotive NEWS, the newspaper of the industry, can demonstrate a renewal percentage of 78.27%, a remarkable showing matched by only a few publications, of any kind, published in America.

VALUE CUE FOR '42

THE STUDEBAKER PRESIDENT 8 CUSTOM SEDAN-COUPE

THE STUDEBAKER COMMANDER SKYWAY SERIES LAND CRUISER

THE STUDEBAKER CHAMPION DELUXSTYLE CRUISING SEDAN

NOW—MORE THAN EVER BEFORE—
THE FUTURE OF EVERY CAR DEALER DEPENDS
ON MODERN SERVICE METHODS

Are YOU Prepared?

★

• MANUFACTURERS have done a wonderful job in turning out the beautiful new models you see in this issue of Automotive News. But the pressure of defense work grows greater daily. These new cars—as well as older ones—must last longer than ever before.

That's why Modern Service Methods are now more important than ever—both for the nation's defense and for your own profits.

Let Socony-Vacuum's trained specialists analyze your present setup and survey your market . . . coach your employees—with Actual Movies, Slides, Charts, and Demonstrations—in tested selling methods that produce results. Write today for complete details on this money-making service.

QUICK FACTS ON "MODERN SERVICE METHODS":

1. **UNIQUE TRAINING COURSE**—Everyone in your organization is trained in Modern Service Methods. This sales coaching program is conducted by trained Socony-Vacuum specialists. It includes instruction with movies, slide films, charts and service manuals.

2. **YOUR MARKET IS CAREFULLY SURVEYED** to calculate the future growth of your business.

3. **YOUR PRESENT LAYOUT IS STUDIED**—We suggest improvements in your equipment and in the arrangement of your establishment. We recommend the type and size lubritorium your business will require.

4. **SALES PROMOTION**—We offer hard-hitting sales promotion pieces to push your service specials . . . bring new customers into your place.

SOCONY-VACUUM OIL CO., INC., and Affiliates—Magnolia Petroleum Company, General Petroleum Corporation of California.

ADDRESS CAR DEALER DIVISION—SOCONY-VACUUM OIL CO., INC., 26 BROADWAY, N. Y. C.

Socony-Vacuum

MAKERS OF MOBILOIL AND MOBILGREASE

Recently referred to in Washington as the Bible of the automotive industry, it has [illegible] position by demonstrating by 16 years Service its absolute Independence, Authenticity and Aggressiveness!

That is why Automotive NEWS, the newspaper of the industry, can demonstrate a renewal percentage of 78.27%, a remarkable showing matched by only a few publications, of any kind, published in America.

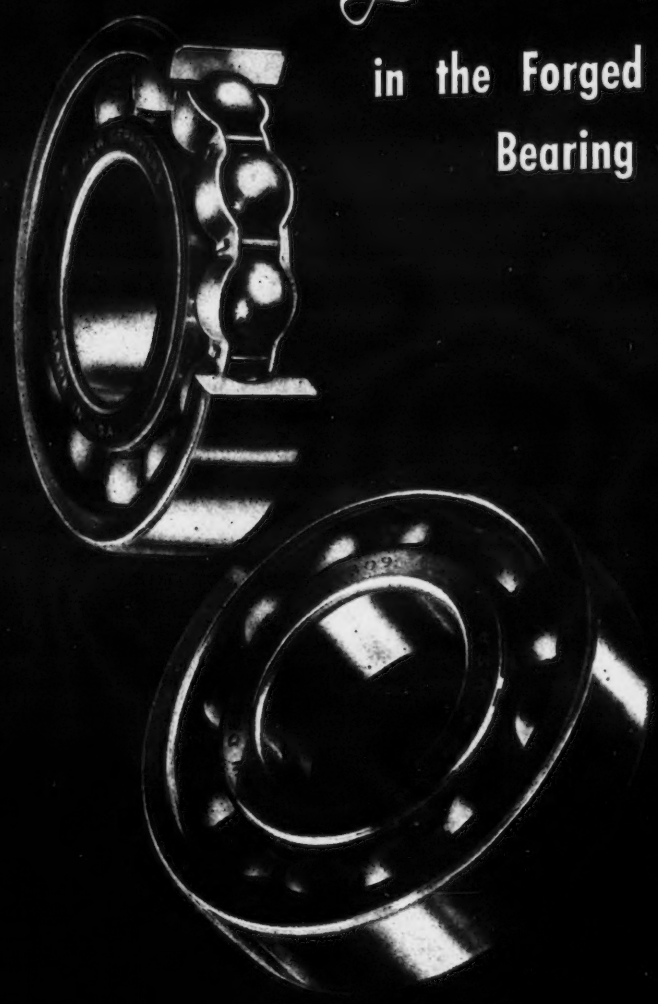
If we support new-car sales in Philadelphia with a bang-up campaign in one newspaper—what newspaper would you recommend that we use?

THE QUESTION WAS ASKED

Ross Federal Research Corporation made personal calls on owners, managers and key men in 113 automobile dealerships in Philadelphia. This question was asked: Should it be necessary to concentrate new-car advertising in one newspaper, which ONE newspaper would, in your opinion, do the most effective selling job?

Nothing Rolls Like a Ball

in the Forged Steel Bearing



NEW DEPARTURE

Write to Main Office, New Departure, Division of General Motors, Bristol, Connecticut for Bearing Service Manual and Replacement Data and other helpful literature.

UNITED SERVICE MOTORS

Authorized automotive and industrial replacement bearing service wherever you see the United Motors Service sign. Authentic records. Complete stocks. Prompt delivery.

Recently referred to in Washington as *the Bible of the automotive industry* it has attained this position by demonstrating by 16 years Service its absolute Independence, Authenticity and Aggressiveness!

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The Evening Bulletin is a 2 to 1 favorite over the field for new-car advertising in Philadelphia

THE ANSWER CAME BACK

There are two morning newspapers, two evening newspapers, two Sunday newspapers, and one tabloid newspaper with appreciable circulation in Philadelphia. 113 automobile dealers were asked to pick their favorite newspaper medium for new-car advertising. 77 chose The Evening Bulletin. More than *twice* as many as picked all other papers combined!* In Philadelphia—nearly everybody reads The Bulletin.

For several years The Evening Bulletin has carried more new-car advertising than any morning, evening or Sunday newspaper in the United States.

Right DRESS *for* '42!

Style is one thing on which defense needs to claim no priorities. So beauty has made a new and sure advance in the 1942 Body by Fisher.

You'll discover, too, a full measure of spaciousness and comfort in its inviting interiors—extra staunchness and safety in its Unisteel construction—many welcome luxuries and conveniences among its appointments.

And one more thing you can always count upon in Body by Fisher is that durable character which goes with craftsmanship . . . So the cars to choose from in 1942 are General Motors cars —the only cars with Unisteel Turret Top Body by Fisher.

The "E" pennant for excellence—highest service award in the Navy—has been presented to Fisher Body for its ahead-of-schedule production of naval ordnance. Fisher is the first in the automotive industry to receive this coveted award.

PROUDLY, FISHER FLIES THE NAVAL ORDNANCE FLAG AND "E" PENNANT

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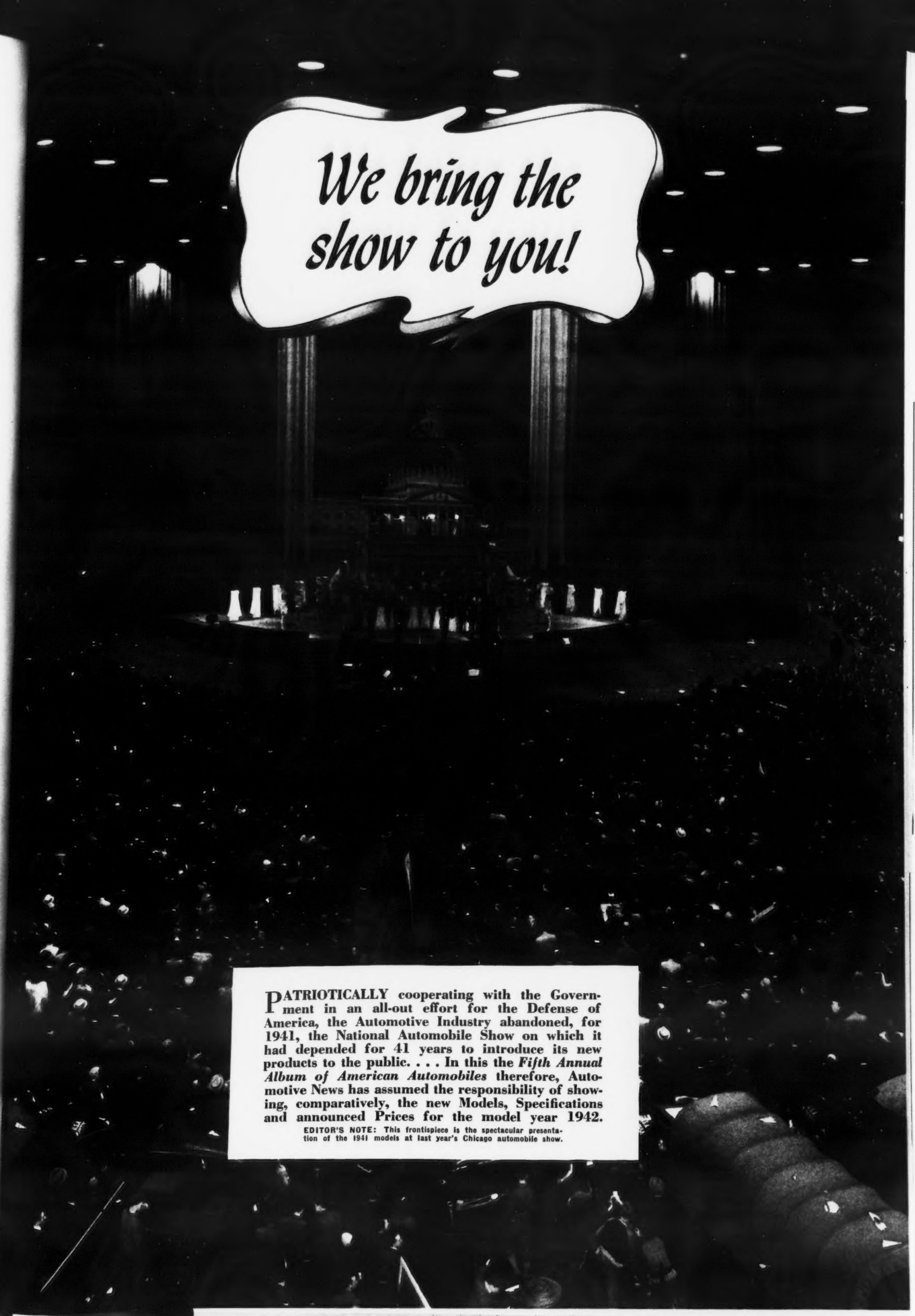

PATRIOTICALLY cooperating with the Government in an all-out effort for the Defense of America, the Automotive Industry abandoned, for 1941, the National Automobile Show on which it had depended for 41 years to introduce its new products to the public. . . . In this the *Fifth Annual Album of American Automobiles* therefore, Automotive News has assumed the responsibility of showing, comparatively, the new Models, Specifications and announced Prices for the model year 1942.

EDITOR'S NOTE: This frontispiece is the spectacular presentation of the 1941 models at last year's Chicago automobile show.

"Yeh, I know she looks funny, but there ain't any of them substitutes in her"

Is the public forming its opinion of your new models on what it hears from you or on what it gets from other sources?

Are you taking positive action to demonstrate that the dropping of the annual show does not mean that you have nothing to exhibit?

There is no need to let this year's unusual conditions jeopardize your stake in a market so important as Chicago when you have at hand a way in which to approximate the presentation you usually make at the auto show.

That way is to put into effect convincing, locally effective promotion which will keep the public accurately and enthusiastically informed about the product you are ready and proud to deliver.

That means the newspaper—the one medium which virtually overnight you can put on the job working elbow to elbow with your dealers, right in the neighborhoods in which they must get business if they are to stay in business.

It is the medium which today, as during all the years of the auto industry's growth, enables you to exert the greatest influence in developing favorable public opinion.

It is the medium which enables you to picture and describe your new models in order to capitalize their full eye appeal and to explain in detail the performance and perfection which your engineers have built into them.

Thru the newspaper you can start and stop your advertising to suit your immediate needs and to adjust schedules in orderly fashion in relation to consumer buying power and to your outlets.

In Chicago, you can do the job at one economical cost with a single newspaper. With more than 1,000,000 net paid, every day of the week, the Tribune delivers the full-market, full-family circulation which reaches with tested effectiveness practically every motor car owner and prospect in this market.

On weekdays the Tribune delivers from 630,000 to 660,000 more total circulation than other Chicago daily newspapers. On Sundays it delivers from 275,000 to 735,000 more than other Chicago Sunday newspapers.

Right in Chicago and suburbs, the Tribune delivers from 460,000 to 480,000 more daily circulation than other Chicago daily newspapers—and more than any two others combined. And on Sundays the Tribune delivers from 380,000 to 430,000 more in Chicago and suburbs than other Chicago Sunday newspapers—and more than the two other Chicago Sunday newspapers combined.

And in addition, the Tribune reaches hundreds of thousands of other prospects living in the adjacent 5-state territory.

When you can have more, why take less? Set up your auto show now in the pages of the Tribune and you can set up the rhythm of response which can produce business in the volume you are accustomed to expect from your No. 1 market.

You can do so with economy—and without experimentation with media. Tribune rates per 100,000 circulation are among America's lowest—and since the earliest days of the auto industry, the Tribune has carried more new passenger car advertising than any other Chicago newspaper.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Total net paid circulation now in excess of 1,000,000 every day of the week

Recently referred to in Washington as *the Bible of the automotive industry* it has attained this position by demonstrating by 16 years Service its absolute Independence, Authenticity and Aggressiveness!

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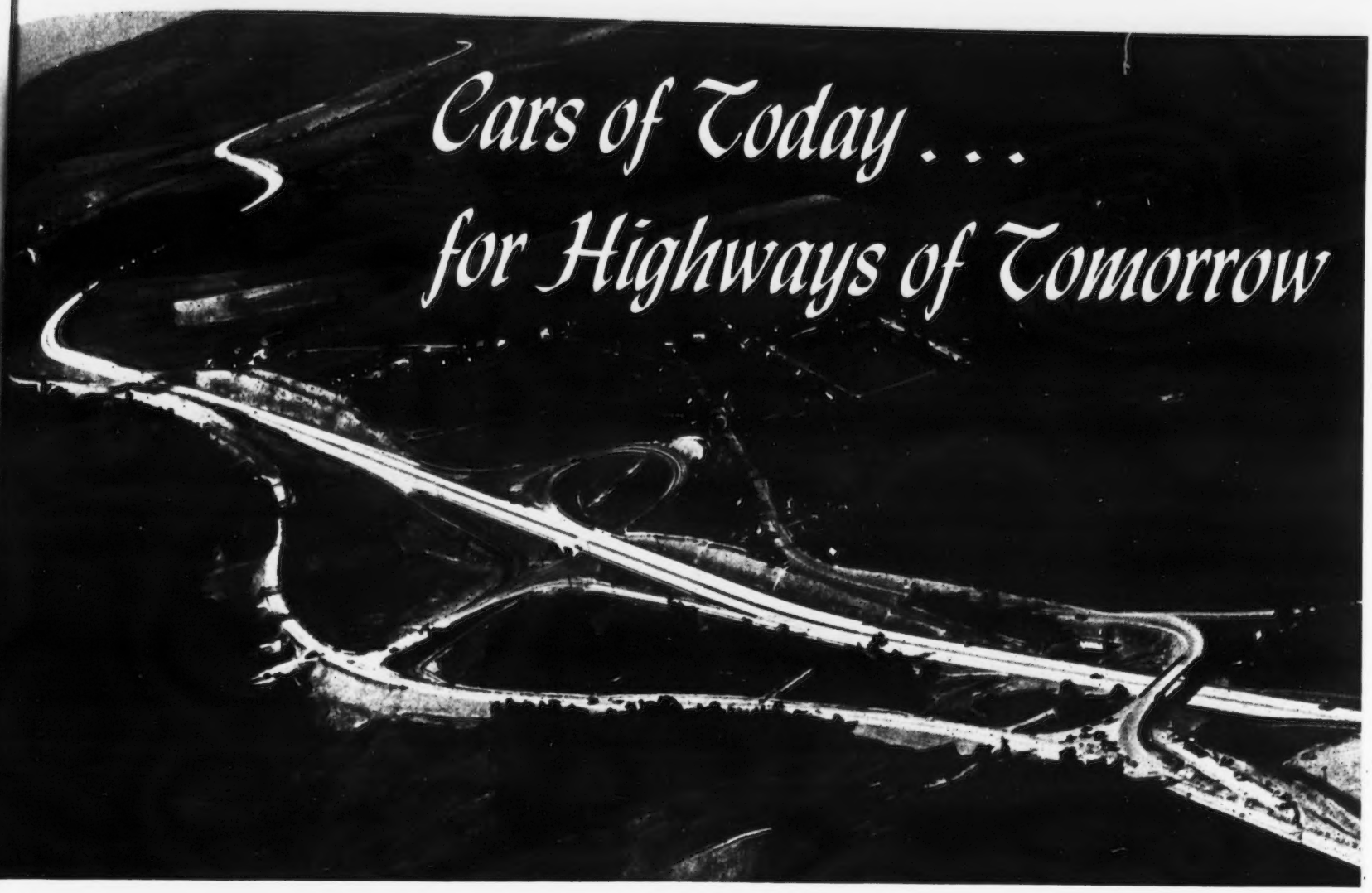


Cars of Today . . . for Highways of Tomorrow

by Chester S. Ricker

Automotive News Technical Counsel

ON careful analysis of the new cars for 1942, there seems to be no reason why they should be considered "ersatz" or inferior to 1941 models. They will cost more for three good reasons: increased war taxes, higher-paid labor and use of more expensive materials. The last item explains why cars are better, not inferior. For example, plastic trimmings, too expensive when compared with zinc die castings, are now used. In most cases they replace cold glistening parts that are now far more beautiful, attractive and warm in their colorful appearance.

Designs of 1942 bodies had already been started when 1941 cars were introduced to the public in October, 1940. Tools, dies and material were made and material fabricated last spring for use on the 1942 models this fall. To scrap this material, which was on hand, would have only increased the cost of the cars. It gives the purchaser something he won't be able to get again for the duration of the war. It salvages material on hand instead of scrapping it.

Was the industry right in using this material — giving the public beautiful flashing new cars while it could? It is just like the case of white sidewall tires — they will be supplied as long as they last but are not being made anymore. Most of the 1942 changes were conceived before there was any public thought of our active participation in the war.

Anticipating material and tool shortages as national defense work increased, automotive engineers for more than a year have confined their efforts to improving the engines and chassis in detail and changing only the styling of the bodies, fenders and hoods for 1942. Appearance is therefore the major change for 1942. Grilles, for example, have all been changed. Steel stampings have replaced many die castings and the designs reflect this change because the grilles are more massive, have wider bars and arranged to be more easily stamped out of new forming dies.

All cars now have Sealed-Beam headlamps in the fenders. De Soto has sliding panels which completely conceal the headlights when latter are not in use. Separate parking lights are provided in front, usually being incorporated in the grille frame design. Even a place for the "fog lights" is provided in the front end of Cadillac.

Turn signals, either separate or incorporated in the parking lamps, have become very popular as an extra, if not standard equipment. The use of flashing lights for this purpose makes it possible to provide a satisfactory signal system without adding any new lamps.

Front and rear, the space between the grille and front bumper or the body and rear bumper is now completely closed. This closure prevents gravel, sand and mud from being bounced off the inside of the bumper onto the body. With the elimination of running boards, it has also been necessary to protect the lower front side of the rear fenders from gravel. A rubber pad is usually provided for this purpose.

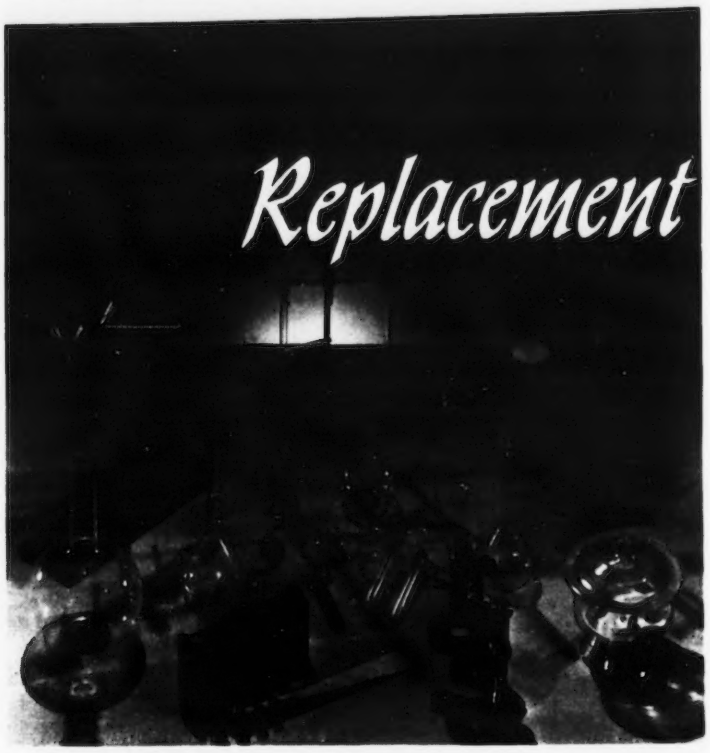
The auxiliary grille guard of the past has grown into a massive auxiliary or upper bumper on this year's Oldsmobile cars. It offers extra protection, introduces a new decorative motif and, if bumpers finally are the only chrome plated part *(Continued on page 56)*

JUST as the world-famous Pennsylvania turnpike — "Highway of the Future" — has demonstrated the vision and efficiency of American engineers, so do the 1942 American-built automobiles prove that, despite unprecedented defense needs, our industry has been able to produce better cars, more beautiful cars and more powerful cars than ever before.

NOT *Substitution!*

SUBSTITUTION is an ugly word in business. It always implies inferiority in a product. With defense needs requiring more and more of the strategic metals used in automobiles, it has been necessary to find something to take their place. The material which has been used is not an inferior *substitute,* but a replacement—something which will do the job just as well. Naturally one will ask, why was it not used before? Because automotive engineers for years have always followed the rule of getting "best cost-performance ratio." That is, using the lowest cost material that will give the best performance. Every automotive engineer that I know has always fought to save a penny here or there when and wherever he could *without impairing* the standard of performance or reliability. That is why we have such wonderful cars today at such amazingly low cost.

Now, under a war economy, the emphasis is no longer on keeping costs down, but on getting production. It's not substitution but replacement so as to keep non-defense business going. It also means higher costs.



Always Been Done

IT IS not many years ago that most engines had aluminum crankcases on which were mounted the cast iron cylinders. Even the under pans were of aluminum. Aluminum transmission cases, aluminum clutches and aluminum rear axle differential housings were the practice. Aluminum was ideal for the purpose, but cost three or four times as much as cast iron. So automobile engineers perfected the making of big and intricate iron castings. The cylinders and crankcases were cast in one piece. As production increased they made dies for stamping out the underpans from sheet steel. Transmission cases were changed to cast iron, clutches made from steel punchings, rear axles from malleable iron or huge steel stampings that were welded together.

This change almost broke the aluminum foundry business. It was substitution on as grand a scale as anything we have yet encountered in the defense problem. It cut many costs more than half—it in no way affected the performance. At the time it was introduced, salesmen often referred to these new block-cast engines as "cast iron wonders." Years of experience with millions of engines built this way prove that it was not substitution but replacement with a material and process that gave a better cost-performance.

Look back a few years in the automotive industry and see how many replacements have been made under their proper name, "new improvements," not "substitutes." Most of us remember wood wheels that became wire and finally steel discs. Most purchasers will agree that they are easier to keep clean, enhance the appearance of a car, are easier to handle and cheaper to make. Nothing lost—everything gained by such a substitution or shall we say "new improvement."

Tires And Panels

TIRES that were made of fabric and rubber used to last 3,000 miles. They have been replaced by four-ply cord tires that will run 30,000 miles—10 times as far as the older ones did before they have to be replaced. They ride easier, last longer and cost half as much to buy. This is an example of what is meant by a better cost-performance ratio. They were not called substitutes, but improvements.

Look at the instrument panel of any 1942 car and you'll see two very important improvements that are now called "substitutes" — natural wood graining and plastic trimmings. The wood grain finish replaced the old varnished natural wood instrument panels and window garnish mouldings. The latter used to warp and the varnish finish used to check and blister off. The new finishes are beautiful color photographs of real wood grain veneers transferred to steel panels and finished with a far more enduring coat than the oldfashioned varnish. If there ever was substitution in the automobile business, this was one. Which would you rather have—the old finish, or the new?

This example, like so many of the new automotive trends, is less expensive and superior in appearance and wearing qualities.

Two Kinds of Materials

THERE are two kinds of materials today when considered from a military standpoint. Those which are difficult to get on account of their geographical location, and those which are in such great demand that domestic supplies are not adequate to meet the present defense and non-defense demands.

Tin and rubber, for example, are imported from Malaysia. If Japan can seize Singapore and the Dutch East Indies we might have trouble getting both these important items. These are so-called strategic materials. These must be conserved and a reserve war stock built up in this country. Silk from Japan is another typical one—although its supply does not affect the automotive industry.

Other materials, like copper, iron and steel, are limited in supply because of inadequate facilities to produce them in sufficient quantities to meet the current demand.

Automotive Metals

THERE are eight very important metals at the present time which come under one or both of the preceding classifications—Aluminum, Nickel, Magnesium, Zinc, Copper, Lead, Tin and Tungsten.

Aluminum may be either primary—new metal, or secondary—remelted scrap. Pistons are probably the most important single unit of aluminum in the modern motor car. Most manufacturers who have been using aluminum pistons are turning to cast iron or steel—often with electroplated or chemically treated surfaces so that they will polish up in a new engine just like aluminum pistons. Iron pistons have been used by several of the largest car builders for years. Another has used millions of cast alloy steel pistons. Hence the elimination of aluminum does not mean that an untried substitute has to be used.

Instead, it is only a case of replacement with a well tried out material—iron—that is used for pistons in more

(Continued on page 68)

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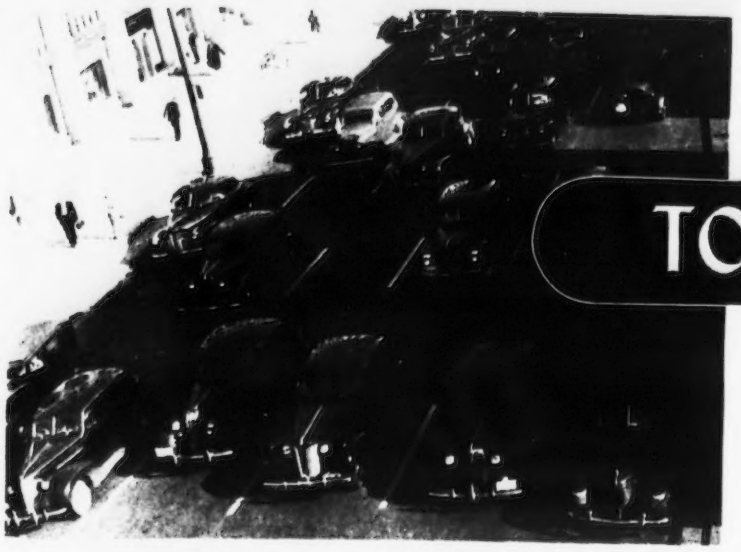


TO SHIFT OR NOT?

OF THE 17 makes of cars for 1942, five are new disciples of automatic drives—Cadillac, Hudson, Lincoln, Mercury and Studebaker. Previously Chrysler, De Soto, Dodge and Oldsmobile had adopted the device.

In the lowest price field, only Willys Americar, Nash 600 and Studebaker Champion offer an overdrive as extra equipment. This, as you will appreciate, is the first step towards automatic drives.

Drives and Gearshifts on 1942 Passenger Cars

Make of Car	Fluid Flywheel Available	Conventional Friction Clutch	Friction Clutch Operation		Number of Forward Speeds	Speeds in Gear Box	Overdrive Make	Automatic Shift	Accelerator Control of Shift	Auto-shift Speed Range	Speed Used in Starting	Power Shift Type	Fluid Flywheel and/or Auto-shift
			Pedal	Power									
Buick	No	Yes	Yes	No	3	3	No	No	No	No	Low	No	N.A.
Cadillac	Yes	No	No	Hyd.	4P	4P	No	Yes	No	All	Low	Hyd.	Extra
Chevrolet	No	Yes	Yes	No	3	3	No	No	No	No	Low	Vac.	N.A.
Chrysler 6	Yes	Yes	Yes	No	4	4	No	No	Yes	3 to H 1 to 2	3	Vac.	Extra
Chrysler 8	Yes	Yes	Yes	No	4	4	No	No	Yes	3 to H 1 to 2	3	Vac.	Shift** Extra
De Soto	Yes	Yes	Yes	No	4	4	No	No	Yes	3 to H 1 to 2	3	Vac.	Extra
Dodge	Yes	Yes	Yes	No	3	3	No	No	No	No	High	Vac. Extra	I. Fly. Extra
Ford	No	Yes	Yes	No	3	3	No	No	No	No	Low	No	N.A.
Hudson	No	Yes	Yes	Vac.	3 or 4	3	W*	No	Yes	2 to H H to OD	2	Vac.	Extra
Lincoln	Yes	Yes	Yes	No	4	3	W	No	Yes	2 to H H to OD	2	Vac.	Extra
Mercury	Yes	Yes	Yes	No	3	3	No	No	Yes	2 to H	2	Vac.	Extra
Nash	No	Yes	Yes	No	3 or 4	3	W*	No	Yes	H to OD	Low	No	N.A.
Oldsmobile	Yes	No	No	Hyd.	4P	4P	No	Yes	No	All	Low	Hyd.	Extra
Packard	No	Yes	Yes	Vac.	3 or 4	3	W*	No	Yes	H to OD	High	No	N.A.
Plymouth	No	Yes	Yes	No	3	3	No	No	No	No	Low	Vac. Extra	N.A.
Pontiac	No	Yes	Yes	No	3	3	No	No	No	No	Low	No	N.A.
Stude. Com. Pres.	Yes	Yes	No	Vac.	3 or 4	3	W	No	Yes	H to OD	High	No	Extra
Stude. Cham.	No	Yes	Yes	No	3 or 4	3	W*	No	Yes	H to OD	Low	No	N.A.
Willys-Americar	No	Yes	Yes	No	3 or 4	3	W*	No	Yes	H to OD	Low	No	N.A.

W* Warner Overdrive available as an extra.
** Chrysler Imperial 8 has everything as standard equipment.
N.A. = Not available. Hyd. = Hydraulic operated.
4P = 4 speeds with Planetary gearing.
Vac. = Vacuum operated. Fl. Fly = Fluid Flywheel.
H = High speed gears. OD = Overdrive speed.

What Are Automatic Drives?

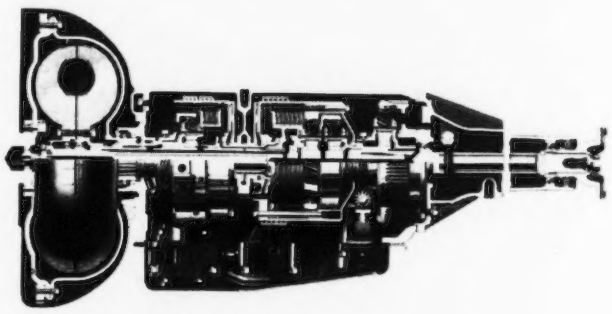
As one takes a comprehensive look over the various old and new passenger car drives this year it would seem to indicate that an automatic drive should have the following attributes:

1. The operator should be able to PRE-SELECT the DRIVING RANGE before starting the car.
2. PRE-SELECTION should be made with the engine idling.
3. Once the DRIVING RANGE has been PRE-SELECTED the operator should only have three things to do:
   A—Steer (Both hands on wheel at all times).
   B—Accelerate (Complete control with foot throttle).
   C—Brake (Stop car with brake pedal).
4. Gear changes, if any, should be automatically made upward in starting.
5. Gear changes should be automatically returned to starting position when the car is stopped.
6. Gear changes should be automatically shifted down for quick acceleration in traffic or in hill climbing.

There you have the gist of the problem as it has been solved for the year of 1942. It involves a wide variety of driving equipment and entirely different types of transmissions, or combinations of these transmissions and drives. The accompanying table will perhaps help to unscramble what looks so terribly complicated at first.

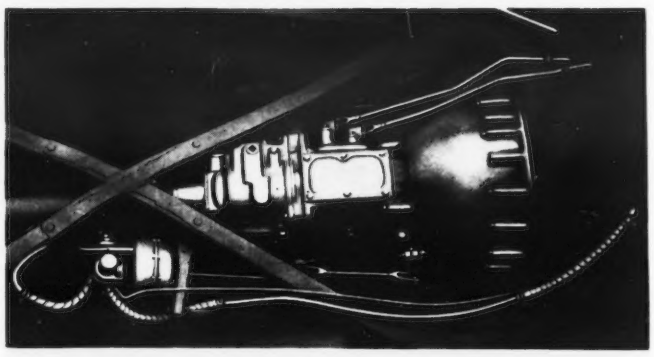
No Clutch Pedal

For four years General Motors has been developing its fully automatic four-speed hydraulic transmission until last year, I understand, practically half the Oldsmobiles, on which it was available, were so equipped. This is the Hydra-Matic transmission, and for 1942 it is also available in a new, heavier unit on Cadillac cars.



Cutaway of Cadillac Hydra-Matic

The Hydra-Matic drive is distinguished by the elimination of the conventional clutch pedal. An automatic governor control, regulated by car speed, determines the time and speed at which to shift. The driver controls the car entirely with his right foot—either by the accelerator pedal or the foot brake.



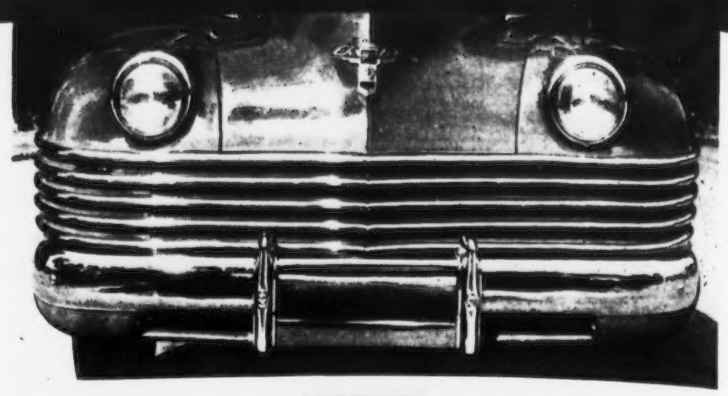
Highlights of Studebaker Turbo-Matic

For 1942 Studebaker, with its Turbo-Matic drive, which is available on the Commander and President models,

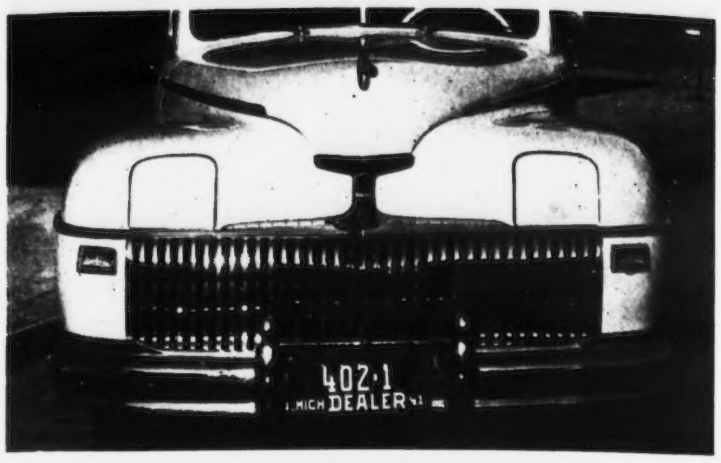
(Continued on page 64)

Front Ends

WIDER, more massive looking lines keynote the front ends of the 1942 offerings of the automobile industry. All headlights are built into front fenders, but some makers have incorporated them as a part of the grillework. New treatment of front-end designs is the "Airfoil" headlamps of the new De Soto and the double-bumper of Oldsmobile. Steel stampings for grilles are being used in place of die castings.

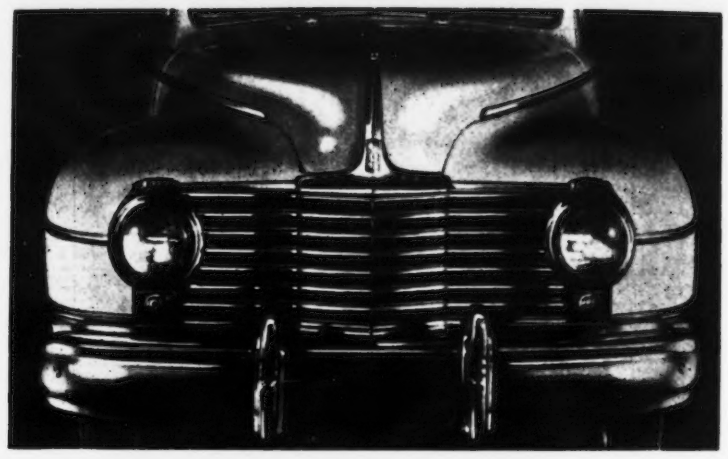


CHRYSLER

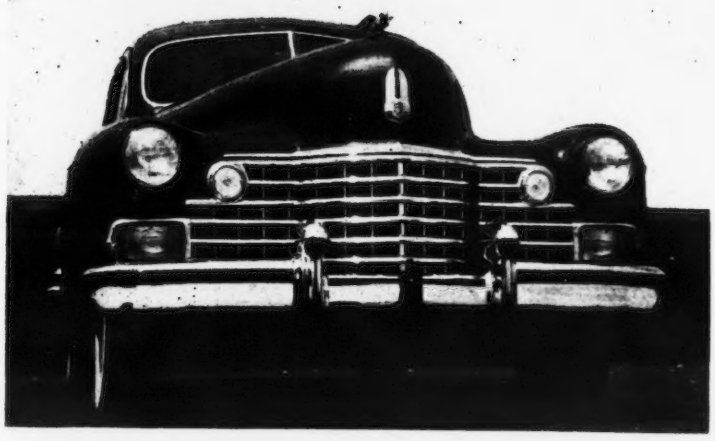


DE SOTO

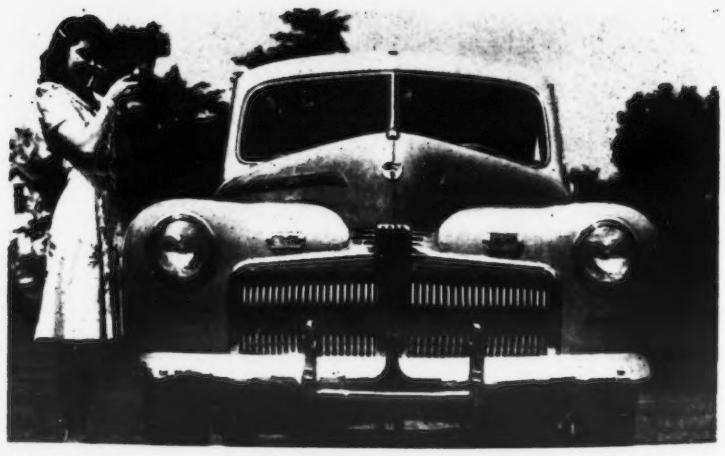
BUICK



DODGE

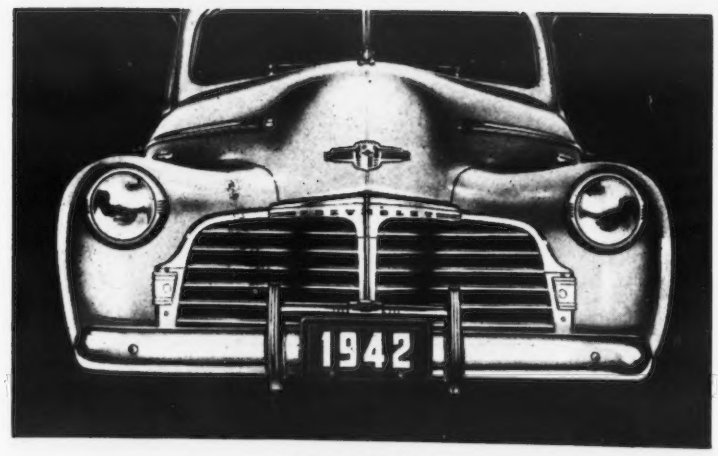


CADILLAC



(Above) FORD

(Below) HUDSON



CHEVROLET

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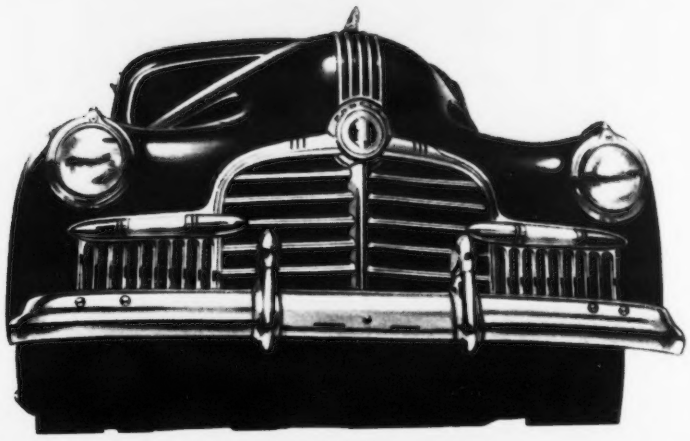
Front Ends

LINCOLN

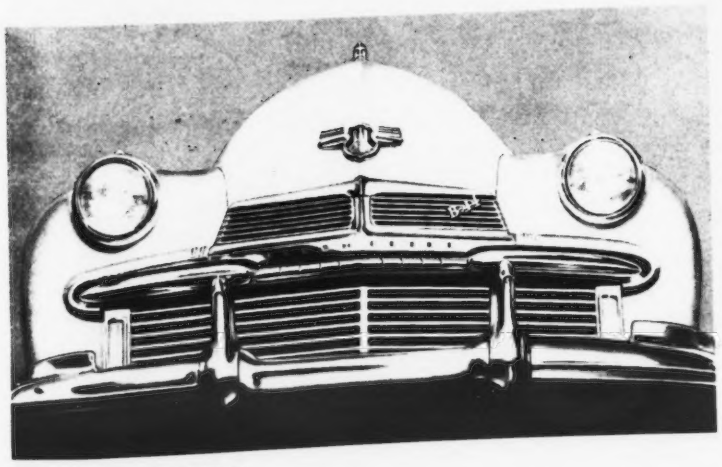
MERCURY

PLYMOUTH

NASH



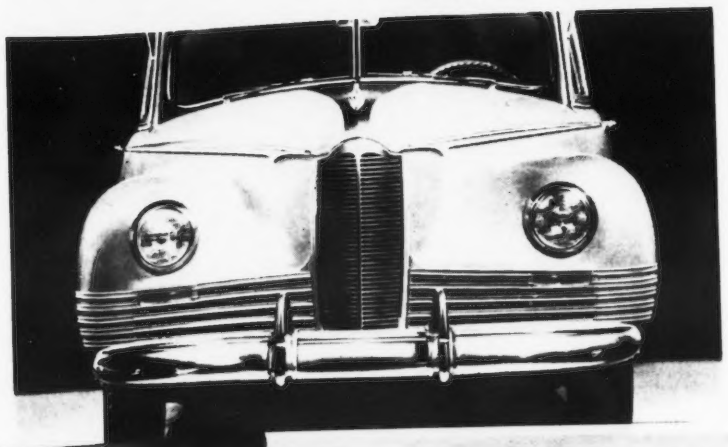
PONTIAC

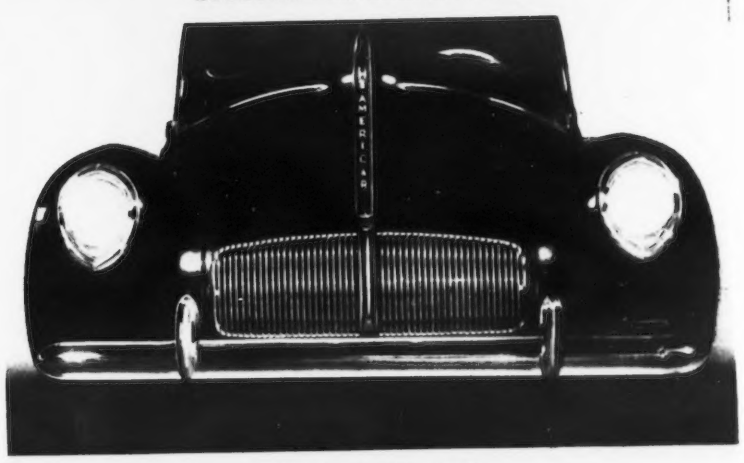


(Above) OLDSMOBILE

STUDEBAKER COMMANDER

(Below) PACKARD CLIPPER



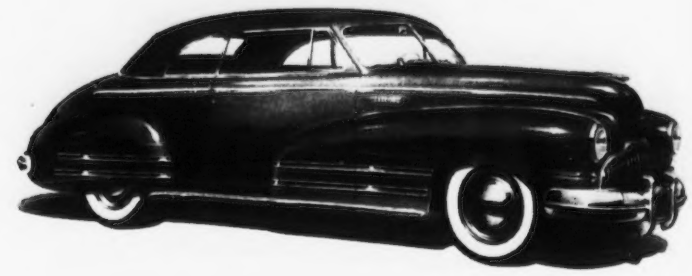


WILLYS-AMERICAR

Buick

(1942 PRICES PAGE 54)

SERIES 70 ROADMASTER four-door sedan; 129-inch w.b.; 165 h.p.



SERIES 40A SPECIAL convertible coupe; 118-inch w.b.; 110 h.p.

ADVANCED streamlining, along with improvements in Fireball engine design and compound carburetion, refinements in interiors and a new finishing procedure on bearing and pin surfaces keynote Buick's 1942 offerings of six lines and 23 body styles which follow:

Series 40A Special — Utility coupe, business sedanet, family sedanet, four-door sedan and convertible coupe.

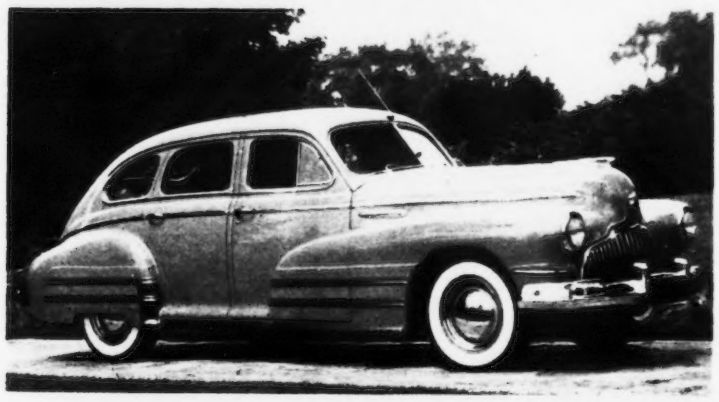
Series 40B Extra Special — Business sedanet, family sedanet, four-door sedan and estate wagon.

Series 40B (Special Equipment) — Family sedanet and four-door sedan.

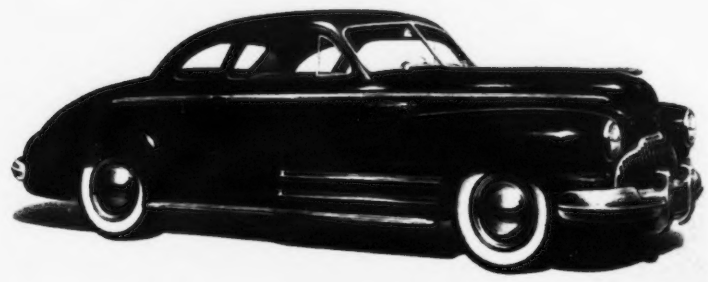
Series 50 Super — Sedanet, four-door sedan and convertible coupe.

(Continued on next page)

SERIES 40B EXTRA SPECIAL four-door sedan; 121-inch w.b.; 110 h.p.



SERIES 40A SPECIAL utility coupe; 118-inch w.b.; 110 h.p.



(Below) SERIES 70 ROADMASTER convertible coupe; 129-inch w.b.; 165 h.p.

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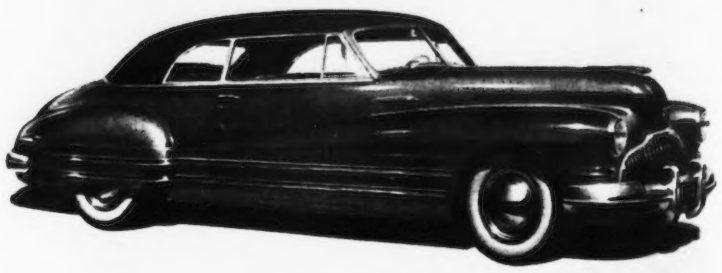
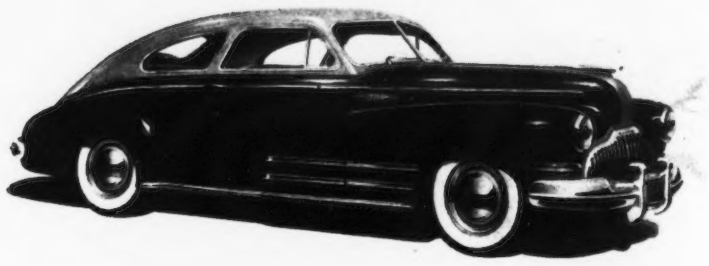
SERIES 50 SUPER sedanet; 124-inch w.b.; 118 h.p.



SERIES 50 SUPER convertible coupe; 124-inch w.b.; 118 h.p.



SERIES 40A SPECIAL business sedanet; 118-inch w.b.; 110 h.p.

(Continued from previous page)

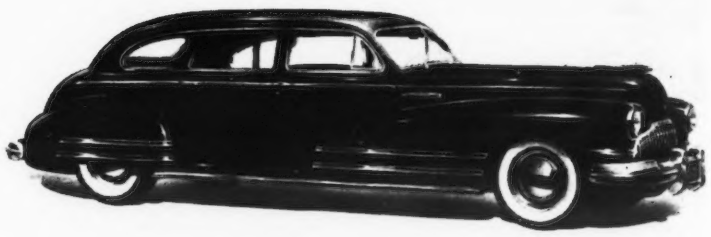
Series 60 Century — Sedanet and four-door sedan.

Series 70 Roadmaster — Sedanet, four-door sedan and convertible coupe.

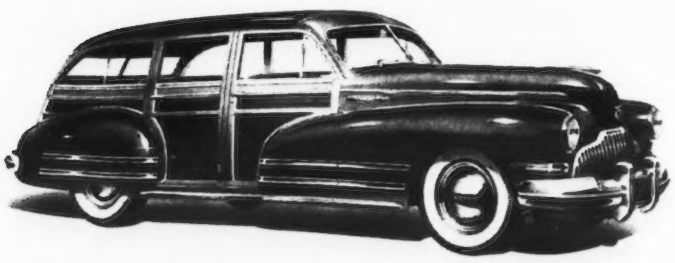
Series 90 Limited — Four-door sedan, formal sedan, touring sedan and limousine.

Completely redesigned hood and radiator grille, plus new airfoil fenders that carry through on to door panels, give the new Buicks ultra-streamlined styling. New fender treatment, available in the Series 50 Super and Series 70 Roadmaster, is said to provide wider door entrances, and makes possible concealed door steps without flaring out rocker panels. Wheelbases range from 118 inches to 139 inches, horsepower from 110 to 165.

SERIES 90 LIMITED formal sedan; 139-inch w.b.; 165 h.p.

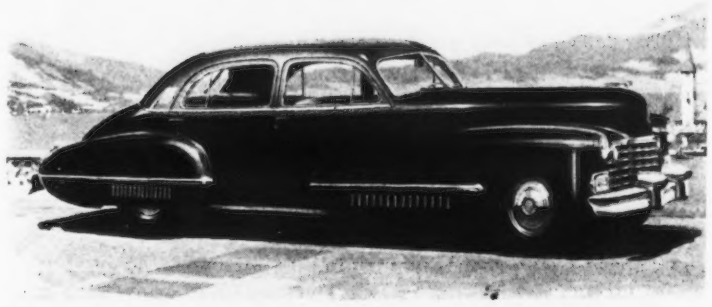


SERIES 40B EXTRA SPECIAL estate wagon; 121-inch w.b.; 110 h.p.



Cadillac

(1942 PRICES PAGE 54)



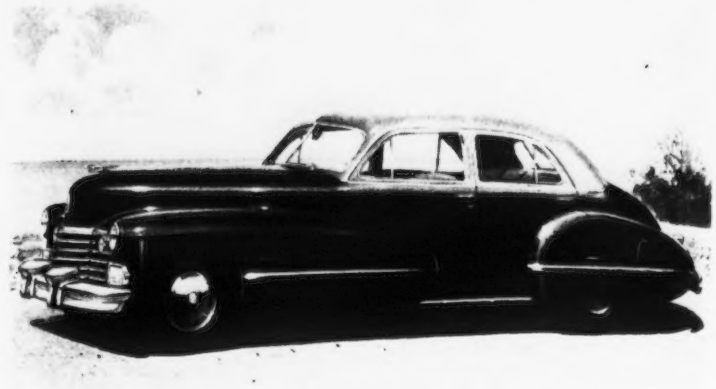
SERIES SIXTY SPECIAL 4-door sedan; 133-inch w.b.; 150 h.p.

LOWER and wider bodies, front-end restyling, fenders extended into front doors and new treatment in interiors are a few of the appearance changes Cadillac has made in its six lines and 18 body types offered in 1942. The 150-horsepower engine has been retained in all models, while wheelbases have been increased in two of the 1942 lines. Hydra-Matic drive is again optional equipment. The complete line is:

Series Sixty-One — Five-passenger club coupe and four-door sedan.

Series Sixty-Two — Five-passenger club coupe, four-door sedan and five-passenger club convertible.

Series Sixty-Three — Four-door sedan.



SERIES SIXTY-TWO sedan; 129-inch w.b.; 150 h.p.

Series Sixty Special — Four-door sedan and four-door chauffeur-divided sedan.

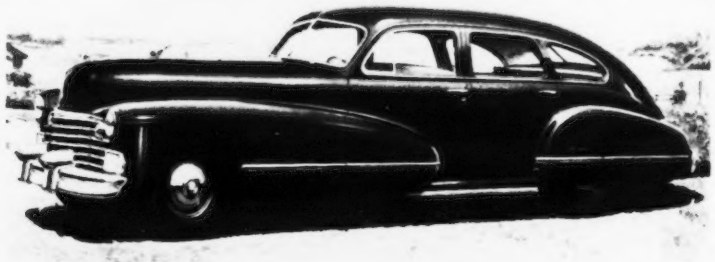
Series Sixty-Seven — Five-passenger sedan, chauffeur-divided sedan, seven-passenger sedan and seven-passenger Imperial sedan.

Series Seventy-Five Fleetwood — Five-passenger sedan, five-passenger chauffeur-divided sedan, seven-passenger sedan, seven-passenger Imperial, five-passenger formal sedan, seven-passenger formal sedan.

A new heavier brake drum, plus a new sealing design, is said to offer better braking at high speed. Sturdier gaso-

(Continued on next page)

SERIES SIXTY-ONE 4-door sedan; 126-inch w.b.; 150 h.p.



SERIES SIXTY-TWO 4-door sedan; 129-inch w.b.; 150 h.p.

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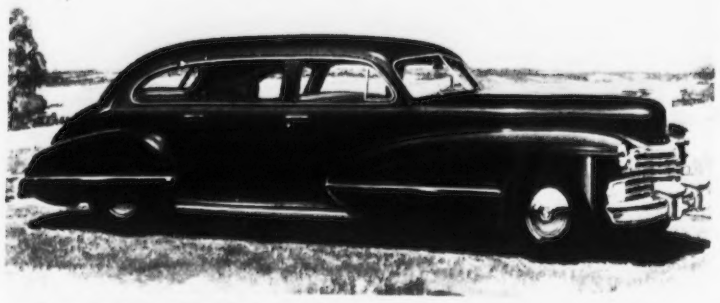


SERIES SIXTY-SEVEN 7-passenger sedan; 139-inch w.b.; 150 h.p.

Cadillac

(1942 PRICES PAGE 54)

(Continued from previous page)

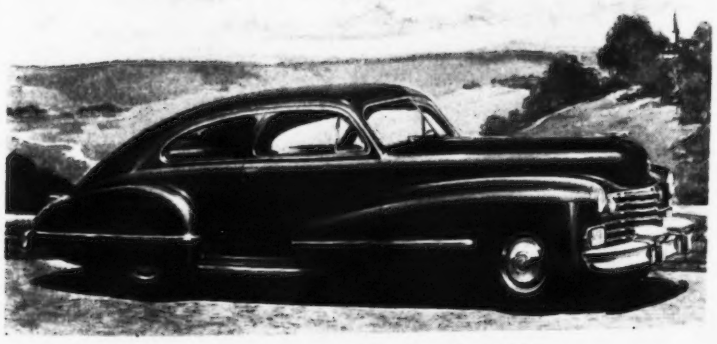
line tanks, new rear spring pads and better shock absorber valving are listed.

Increased area of the grille allows for more fresh air to circulate through the new controlled ventilating system, which is said to give a complete turnover of air in a few seconds.

More leg room is made possible by an increase of three inches in the wheelbase of the 62 series and seven inches in the 60-Special series.

SERIES SIXTY-TWO club convertible; 129-inch w.b.; 150 h.p.

SERIES 75 FLEETWOOD 5-passenger sedan; 136-inch w.b.; 150 h.p.



SERIES SIXTY-ONE club coupe; 126-inch w.b.; 150 h.p.

SERIES 75 Fleetwood formal sedan; 136-inch w.b.; 150 h.p.

Chevrolet

(1942 PRICES PAGE 54)

CHEVROLET FLEETMASTER sport sedan; 116-inch w.b.; 90 h.p.

NEW massiveness, advanced styling, mechanical changes, and more interior color schemes characterize Chevrolet's offerings for 1942, which include three lines and 14 body styles as follows:

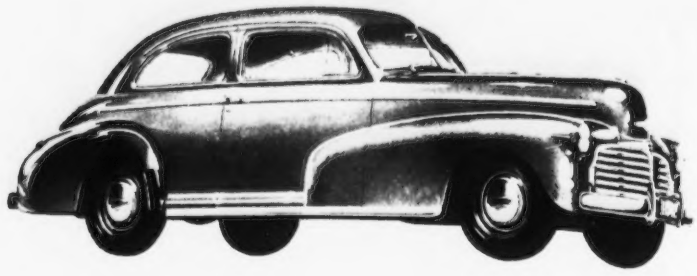
Stylemaster Series — Sport sedan, town sedan, five-passenger coupe, business coupe, coupe pickup and sedan delivery.

Fleetmaster Series — Sport sedan, town sedan, five-passenger coupe, business coupe, cabriolet and station wagon.

Fleetline Series — Sportmaster sedan and Aerosedan.

The Fleetline Series was introduced in mid-season last year in sedan only.

Horsepower remains at 90 on the 1942 cars, with only



CHEVROLET STYLEMASTER town sedan; 116-inch w.b.; 90 h.p.

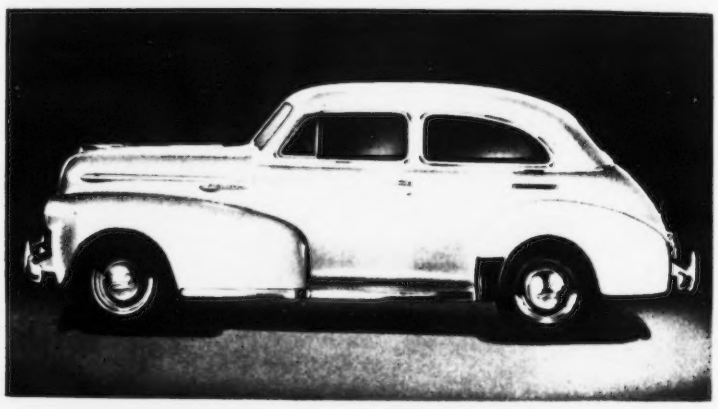
minor refinements in the engine. Wheelbase also is unchanged at 116 inches, but overall length has been boosted to 195⅞ inches, creating a long, low car which combines sweeping lines with a generally rugged appearance.

Contributing to the advanced styling are new frontal treatment, deeper hood, elongated fenders which flow into front doors. Headlamps are wider apart, bumpers are deeper, guards are redesigned.

More color schemes are available for the interiors. New color treatment of the instrument panels highlights plastics and bright-work trim.

Mechanically, only minor changes have been made. Stabilized front-end mounting is retained with refinements,

(Continued on next page)



CHEVROLET FLEETMASTER town sedan; 116-inch w.b.; 90 h.p.

(Below) CHEVROLET FLEETLINE Aerosedan; 116-inch w.b.; 90 h.p.

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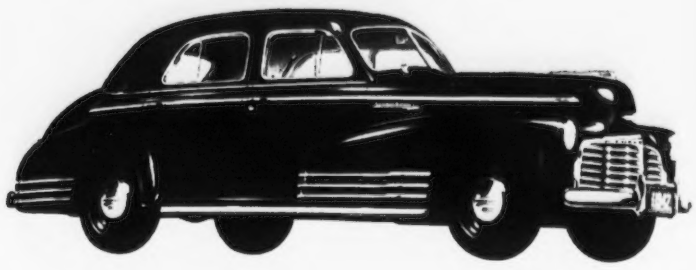
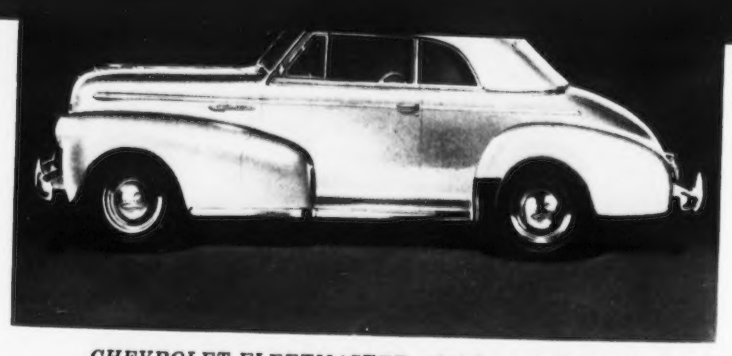


CHEVROLET FLEETLINE *Sportmaster sedan; 116-inch w.b. 90 h.p.*



CHEVROLET FLEETMASTER *cabriolet; 116-inch w.b.; 90 h.p.*

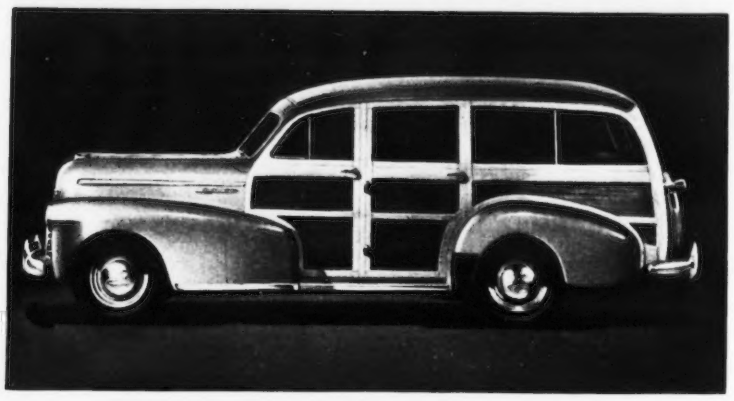
(Continued from previous page)

while hydraulic brakes now carry a mechanically-operated stop-light switch, replacing the former hydraulic-operated device. Vacuum-powered gearshift, featured for past three years, is retained. New two-tone color finish is available on the steering wheel of the Fleetmaster and Fleetline series.

Highspot of accessory line for 1942 is a new wheel disc, painted white, which creates the effect similar to white-sidewall tires.

CHEVROLET FLEETMASTER *business coupe; 116-inch w.b.; 90 h.p.*

CHEVROLET FLEETMASTER *station wagon; 116-inch w.b. 90 h.p.*



CHRYSLER NEW YORKER *four-door sedan; 127½-inch w.b. 140 h.p.*

Chrysler

(1942 PRICES PAGE 51)

INFLUENCED by "Thunderbolt" styling, the 1942 Chryslers offer increased horsepower, improved Fluid Drive, built-in running boards, refined interiors and many mechanical changes. The 1942 line comprises six models and 31 body styles as follows:

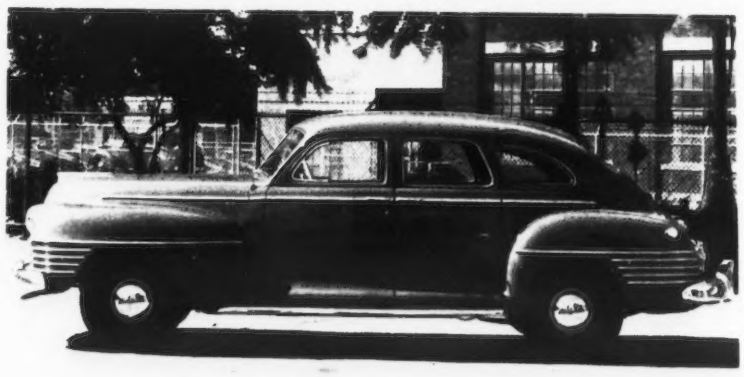
Royal — 121½-inch wheelbase; body styles are: Three-passenger coupe, six-passenger club coupe, six-passenger brougham (2-door), six-passenger sedan, six-passenger town sedan, eight-passenger sedan and eight-passenger sedan-limousine. The eight-passenger models are built on a chassis of 139½-inches wheelbase.

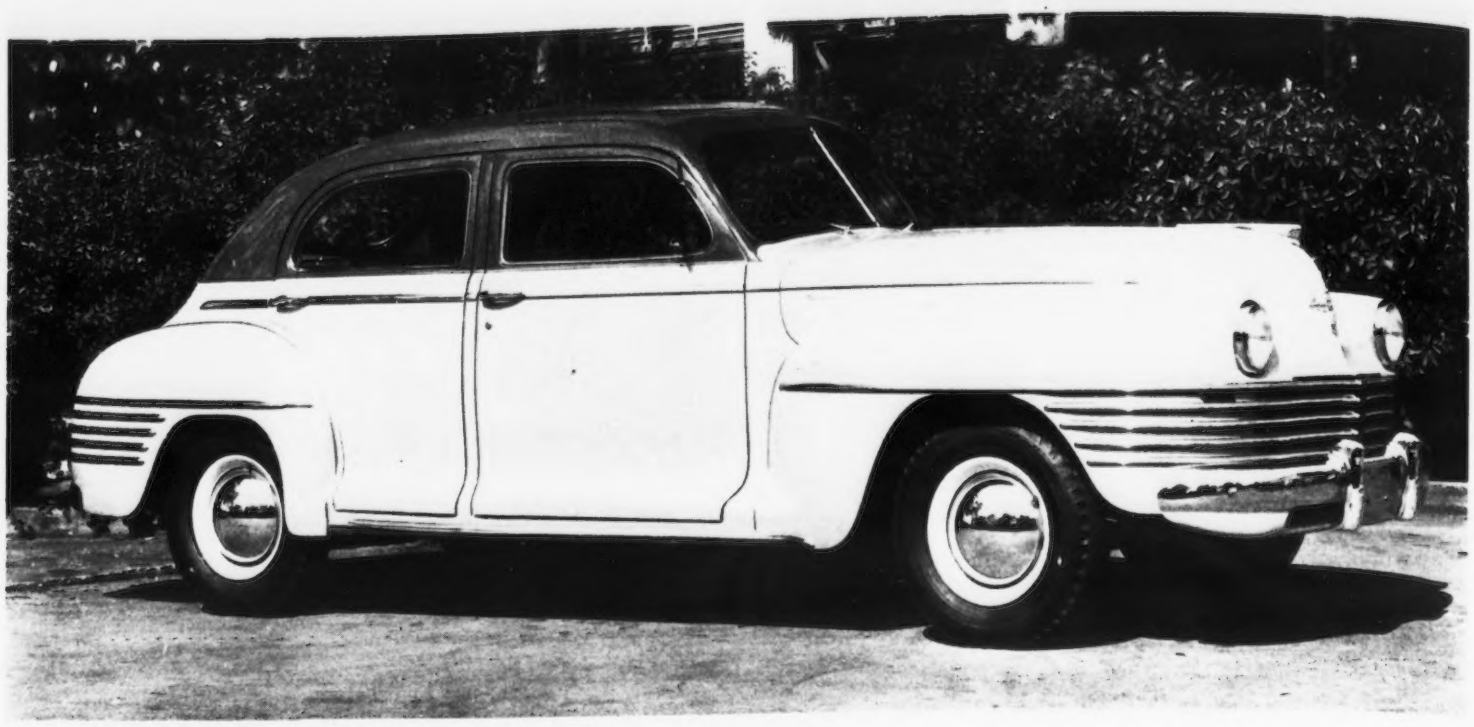
Windsor — Same wheelbase as Royal, but with different upholstery, trim and equipment. Body styles are the same as those listed for the Royal, plus a six-passenger convertible club coupe.

Saratoga — 127½-inch wheelbase; body styles are:

(Continued on next page)

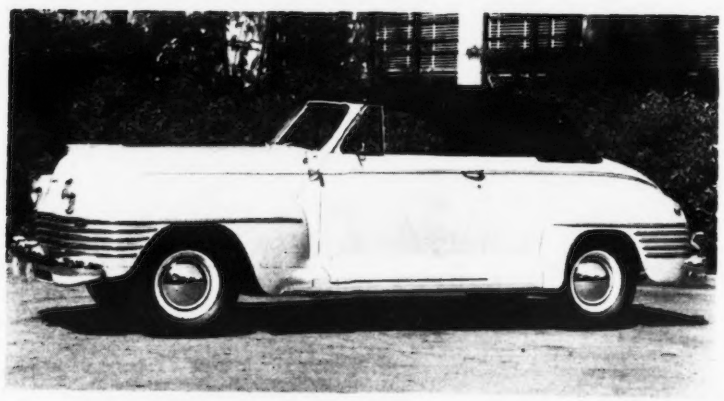
(Below) CHRYSLER ROYAL *four-door sedan; 121½-inch w.b.; 120 h.p.*





CHRYSLER WINDSOR town sedan; 121½-inch w.b.; 120 h.p.

CHRYSLER WINDSOR club coupe; 121½-inch w.b.; 120 h.p.



CHRYSLER WINDSOR convertible club coupe; 121½-inch w.b.; 120 h.p.

(Continued from previous page)

three-passenger coupe, six-passenger club coupe, six-passenger brougham (2-door), six-passenger sedan, six-passenger town sedan.

New Yorker — Same wheelbase as Saratoga, but with different upholstery, trim and equipment. Body styles are the same, plus a six-passenger convertible club coupe.

Crown Imperial — 145½-inch wheelbase; body styles are: Six-passenger sedan, eight-passenger sedan, eight-passenger sedan-limousine.

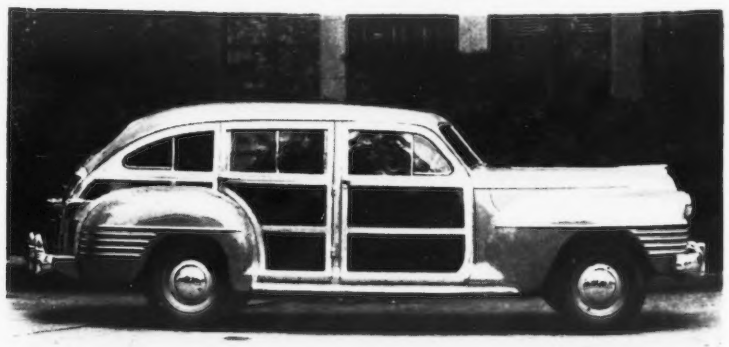
Town and Country (station wagon) — Same chassis as Windsor, with Fluid Drive and Vacamatic transmission standard. Body styles are six-passenger and nine-passenger, the latter having auxiliary seat holding three persons.

In the Sixes (Windsor and Royal) horsepower has been stepped up to 120, while it is increased to 140 in the Eights (Saratoga, New Yorker, Crown Imperial and Town and Country). Torque is increased; gear ratios have been changed to promote economy; wearing qualities of parts are said to have been increased. Chassis frame is improved, while other changes are said to have improved riding.

Interiors are refined, "Designed and Tailored to Taste." Instrument panels are redesigned.

Treatment of the rear end is new; license plate is mounted in center of lid and held in position by bracket that conceals nuts and bolts. Stoplight is in the center; turn signal and tail lights are redesigned and refined.

CHRYSLER station wagon; 121½-inch w.b.; 140 h.p.



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DE SOTO CUSTOM convertible club coupe; 121½-inch w.b.; 115 h.p.

DeSoto

(1942 PRICES PAGE 54)

MIGHTIEST engine (115 horsepower) that ever powered a De Soto is the motor offered on this company's line of 1942 cars, which are available in two series and in 14 body styles, as follows:

Deluxe — Business coupe, six-passenger coupe, two-door sedan, town sedan, four-door sedan and seven-passenger sedan.

Custom — Coupe, club coupe, convertible club coupe, brougham, four-door sedan, town sedan, seven-passenger sedan and limousine.

Heading the list of De Soto's 1942 features are new concealed "Airfoil" headlights; "rocket" bodies with concealed running boards and refinements; "personalized interiors" giving wide selection of color combinations and materials; improved Fluid Drive and Simplimatic transmission and "safeguard wheels."

Along with the increased horsepower, the De Soto engine has improved economy, it is said; intake system has been improved, and new fuel and oil filters have been added. Superfinish is used on all points of friction.

In the "Airfoil" headlights, the Sealed Beam reflector-bulbs have been recessed into the fenders where they're concealed and protected behind sliding panels which, when closed, blend into fender surfaces. Panels and lights are controlled by lever under instrument panel.

Front-end treatment includes a heavier, wider bumper extending farther around the sides of car. Rear window has wider area.

DE SOTO CUSTOM four-door sedan; 121½-inch w.b.; 115 h.p.

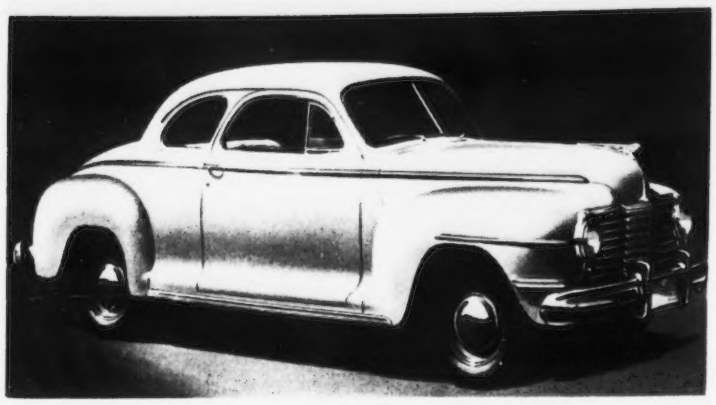
DE SOTO CUSTOM club coupe; 121½-inch w.b.; 115 h.p.

DE SOTO CUSTOM two-door brougham; 121½-inch w.b.; 115 h.p.

Dodge

(1942 PRICES PAGE 54)

DODGE CUSTOM four-door sedan; 119½-inch w.b.; 105 h.p.



DODGE DELUXE six-passenger club coupe; 119½-inch w.b.; 105 h.p.

NEW exterior treatment, restyled interiors, horsepower increased to 105 and an improved All-Fluid drive feature the 1942 Dodge offerings of 11 body styles in a Deluxe series and Custom series, as follows:

Deluxe — Three-passenger coupe, six-passenger club coupe, two-door sedan and four-door sedan.

Custom — Six-passenger club coupe, convertible coupe, brougham, four-door sedan, town sedan, seven-passenger sedan and seven-passenger limousine.

Wheelbases on both the Deluxe and Custom series remain unchanged at 119½ inches. On the two seven-passenger models, wheelbases are 137½ inches. Little exterior difference is noted between the low-priced Deluxe series and the higher-priced Custom series.

Front-end design offers a new square-effect radiator grille and a tapered engine hood that is top-hinged and opened only through pull buttons located below the instrument panel. Headlamps are Sealed-Beam type, with smaller parking lights set below the main headlamps. Brightly finished molding accents front and rear fenders.

Visible running boards have been eliminated by curving door panels over concealed thresholds. Body moldings run from the hood to rear-quarter windows. Bumpers are wider with adjacent gravel deflectors.

Engine horsepower has been increased from 91 to 105 while compression ratio is boosted from 6.5 to 6.8 to one.

(Continued on next page)

DODGE CUSTOM town sedan; 119½-inch w.b.; 105 h.p.

DODGE CUSTOM two-door brougham; 119½-inch w.b.; 105 h.p.

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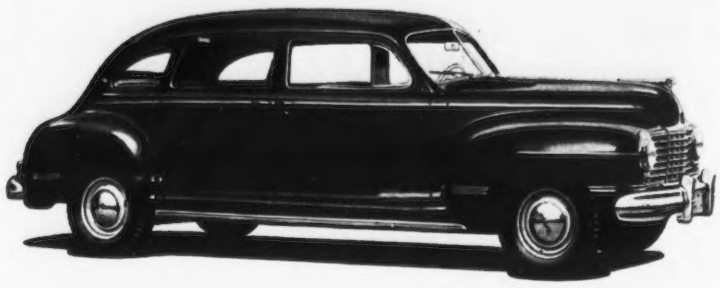
Dodge for '42 (continued) . . . .

Piston stroke has also been increased by a quarter inch. Fluid drive is said to be improved to afford better fuel economy and faster acceleration.

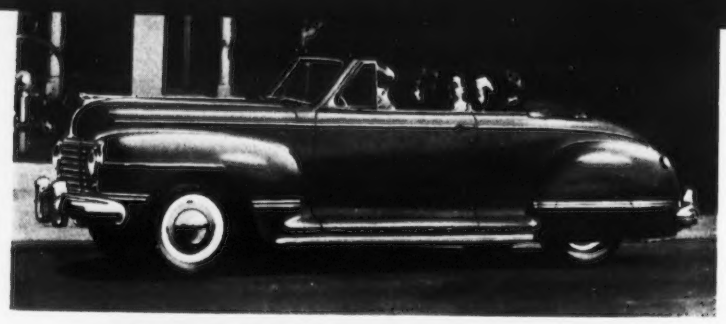
New treatment in interiors offers a more generous use of plastics, new three-spoke steering wheel, dual sun visors and arm rests, five-inch adjustment of the front seat and



DODGE CUSTOM seven-passenger sedan; 137½-inch w.b.; 105 h.p.

a new map light set into the instrument panel above the button controls.

A choice of broadcloth or pile fabric is available for

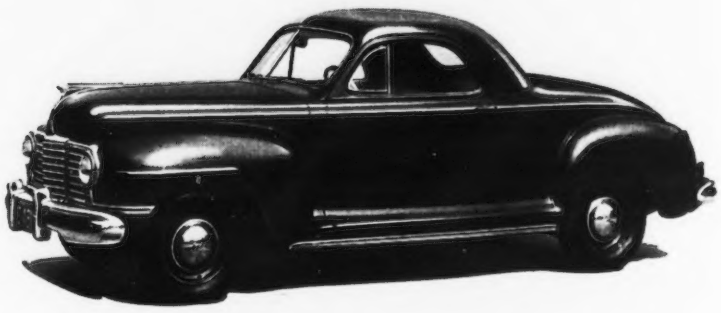


DODGE CUSTOM convertible coupe; 119½-inch w.b.; 105 h.p.

upholstery, with the exception of the town sedan and convertible coupe. Town sedan is done in two-tone broadcloth and the convertible coupe is upholstered in leather.

Ten solid colors and eight two-tone color combinations, supplemented by two-tone interior color trim, are available on the new models.

DODGE DELUXE business coupe; 119½-inch w.b.; 105 h.p.



STYLING advancements giving a longer and wider appearance, mechanical changes giving an improved ride, additional power, economy and better cooling system, and new interior style innovations are evident in the three Ford lines and 13 body styles for 1942:

Special 6 — Three-passenger coupe, Tudor sedan and Fordor sedan.

Deluxe — Three-passenger coupe, Tudor sedan, sedan coupe and Fordor sedan.

Super Deluxe — Three-passenger coupe, Tudor sedan, sedan coupe, Fordor sedan, convertible club coupe and station wagon.

Greater emphasis is being placed on the six-cylinder engine in 1942, with choice of six or eight engine available

(Continued on next page)

Ford

(1942 PRICES PAGE 54)

FORD SUPER DELUXE tudor sedan; 114-inch w.b.; 6 or 8 engine.

FORD SUPER DELUXE sedan coupe; 114-inch w.b.; 6 or 8 engine.

(Continued from previous page)

in the Deluxe and Super Deluxe lines at a price differential of $10. Only the six-cylinder engine is available in the Special line.

Wheelbases remain the same at 114 inches on all models. Horsepower has been increased to 90 on both the six and eight-cylinder engine. Compression ratio is stepped up to 6.20 to one on the Eight, while the Six is 6.70 to one.

FORD SUPER DELUXE station wagon; 114-inch w.b.; 6 or 8 engine.

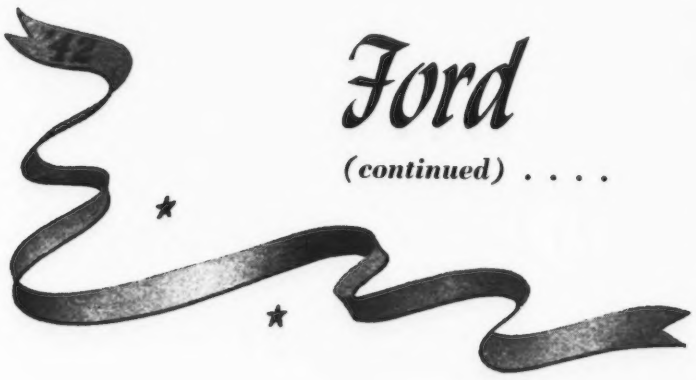
Other engine advancements include changes in the ignition system to facilitate service: "Pancake" distributor has been redesigned for clearance; carburetor improved to increase economy; improved cooling system; exhaust system has been streamlined to improve performance, acceleration and climbing ability.

Softer and more stable ride is claimed for the 1942 Fords. Car tread has been widened front and rear; springs lengthened; hydraulic brakes improved; frame is designed for greater rigidity; steering is made easier by improved torsion bar, track bar and heavier steering column. Operation of the finger-tip gearshift has been made easier, while braking pressure has been distributed 60-40 between front and rear wheels.

Advanced styling is noted in the interior treatment, with leather and cloth used in a two-tone effect. Instrument panels have been improved for greater visibility. Windshield is low, large glass area is provided and narrow body pillars are employed. All-steel bodies have been sound-engineered, and rubber is used at all points of metallic contact.

Bodies flare out at bottom to conceal running boards. In appearance the 1942 Fords are larger and more massive, with a new frontal treatment using a low, wide grille. Headlamps and auxiliary lights are recessed into fenders, which flow into the body lines to accentuate the general streamlined effect.

FORD SUPER DELUXE Fordor; 114-inch w.b.; 6 or 8 engine.



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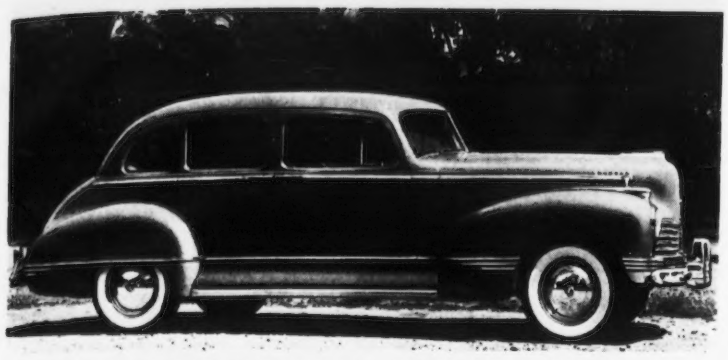


HUDSON COMMODORE sedan; 102- or 128-inch w.b.; 6 or 8 engine.

Hudson

(1942 PRICES PAGE 51)

SPOTLIGHTING the new Hudson Drive-Master automatic gearshifting device, the 1942 Hudson cars offer lower, longer body lines, concealed running boards, mechanical refinements, improved ride and extended Symphonic Styling. Twenty-seven body styles are available in six series, as follows:

Traveler — Coupe, club coupe, two-door sedan and four-door sedan.

Deluxe 6 — Club coupe, coupe, convertible coupe, two-door sedan and four-door sedan.

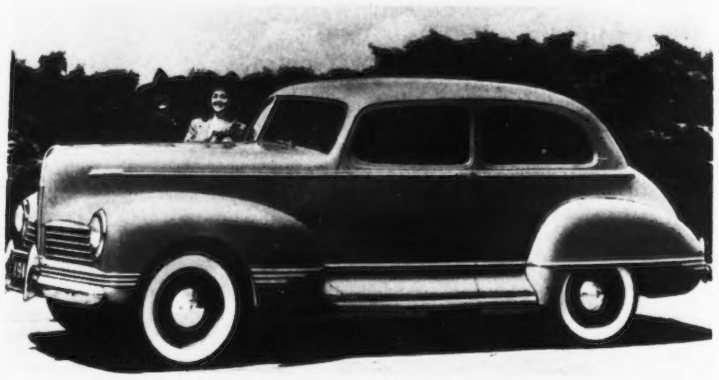
Super 6 — Coupe, club coupe, convertible coupe, two-door sedan, four-door sedan and station wagon.

Commodore 6 — Coupe, club coupe, convertible coupe, two-door sedan and four-door sedan.

Commodore 8 — Coupe, club coupe, convertible coupe, two-door sedan and four-door sedan.

Commodore Custom 8 — Club coupe and four-door sedan.

Emphasis is placed on the optional Drive-Master, which permits driver to shift gears (1) automatically, (2) semi-automatically or (3) manually. Many safety advances are noted on the 1942 cars.



HUDSON SIX DELUXE two-door sedan; 116-inch w.b.; 92 h.p.

New upholstery fabrics, new color harmonies and new fitments are presented in the 1942 Hudson interiors.

Mechanical changes include improved carburetion, valving, cooling, electrical connections and ignition. Fluid-cushioned clutch is further refined and overdrive is continued.

HUDSON SUPER SIX club coupe; 121-inch w.b.; 102 h.p.

HUDSON SUPER SIX two-door sedan; 121-inch w.b.; 102 h.p.

FORD SUPER DELUXE sedan coupe; 114-inch w.b.; 6 or 8 engine.

(Continued from previous page)

in the Deluxe and Super Deluxe lines at a price differential of $10. Only the six-cylinder engine is available in the Special line.

Wheelbases remain the same at 114 inches on all models. Horsepower has been increased to 90 on both the six and

FORD SUPER DELUXE station wagon; 114-inch w.b.; 6 or 8 engine.

eight-cylinder engine. Compression ratio is stepped up to 6.20 to one on the Eight, while the Six is 6.70 to one.

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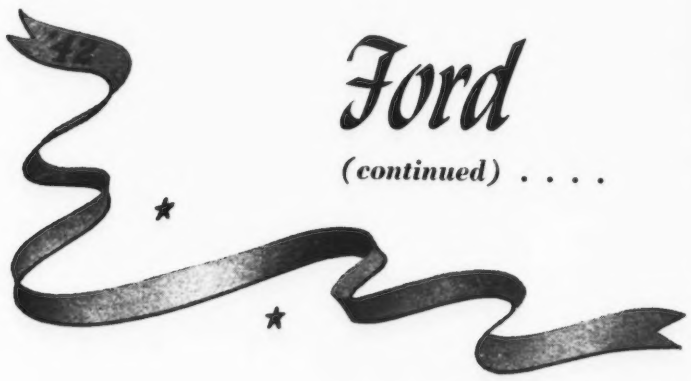
FORD SUPER DELUXE Fordor; 114-inch w.b.; 6 or 8 engine.



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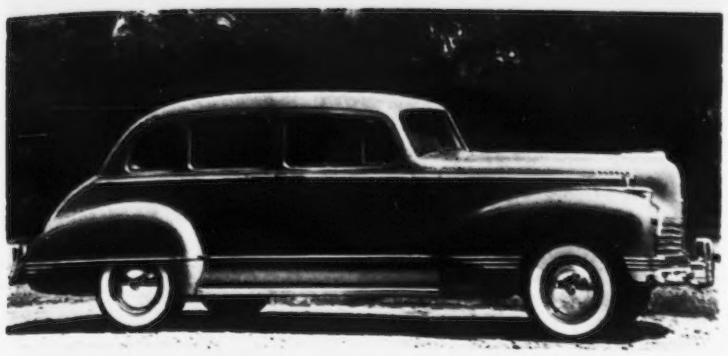

HUDSON COMMODORE sedan; 102- or 128-inch w.b.; 6 or 8 engine.

Hudson

(1942 PRICES PAGE 54)

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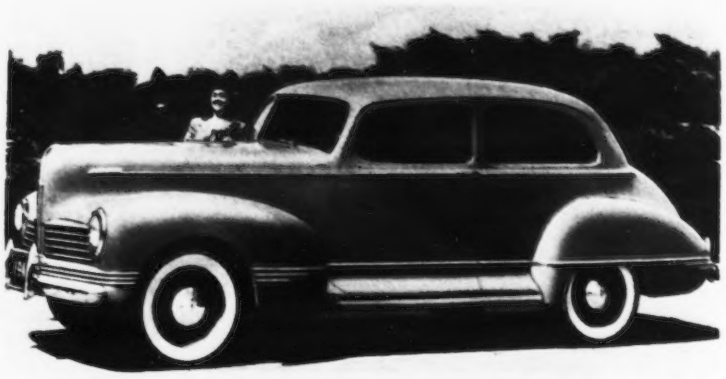
Super 6 — Coupe, club coupe, convertible coupe, two-door sedan, four-door sedan and station wagon.

Commodore 6 — Coupe, club coupe, convertible coupe, two-door sedan and four-door sedan.

Commodore 8 — Coupe, club coupe, convertible coupe, two-door sedan and four-door sedan.

Commodore Custom 8 — Club coupe and four-door sedan.

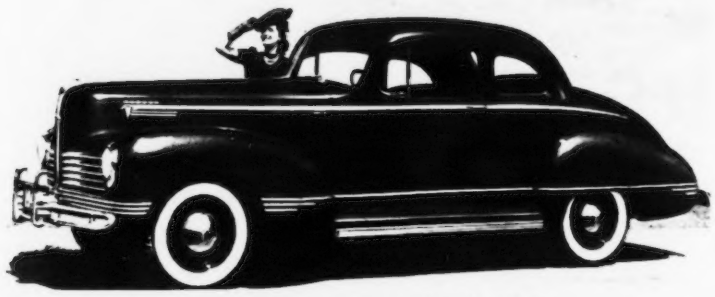
Emphasis is placed on the optional Drive-Master, which permits driver to shift gears (1) automatically, (2) semi-automatically or (3) manually. Many safety advances are noted on the 1942 cars.



HUDSON SIX DELUXE two-door sedan; 116-inch w.b.; 92 h.p.

New upholstery fabrics, new color harmonies and new fitments are presented in the 1942 Hudson interiors.

Mechanical changes include improved carburetion, valving, cooling, electrical connections and ignition. Fluid-cushioned clutch is further refined and overdrive is continued.

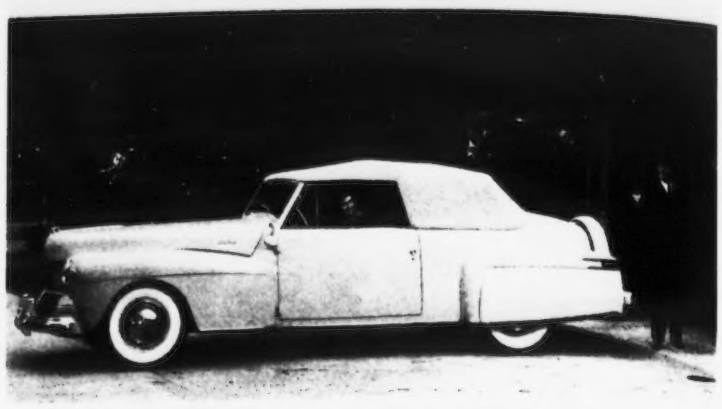


HUDSON SUPER SIX club coupe; 121-inch w.b.; 102 h.p.

HUDSON SUPER SIX two-door sedan; 121-inch w.b.; 102 h.p.

Lincoln

(1942 PRICES PAGE 54)



LINCOLN CONTINENTAL convertible cabriolet; 125-inch w.b.; 130 h.p.

INCREASED horsepower (130), "Liquamatic" drive, styling advances, greater car stability and new interior appointments feature the Lincoln cars for 1942. Three lines and eight body styles are offered as follows:

Lincoln-Zephyr — Sedan, coupe, club coupe and convertible coupe.

Lincoln-Continental — Six-passenger coupe and convertible cabriolet.

Lincoln-Custom — Eight-passenger family sedan and seven-passenger formal sedan.

Overall height of the 1942 Lincolns has been reduced; front ends are more massive with new wide grilles, fenders and bumpers. Body dimensions remain the same as previously, with ample head and seat room. New interior treatment highlights upholstery, instrument panel and fitments.

Among engine improvements, which include horsepower boosted to 130, is a new flexible flywheel, in which a number of "spokes" between hub and rim provide a certain amount of flexibility in cushioning small crankshaft deflections caused by the power impulses of the engine.

In addition to lower overall height, springs have been lowered one-half inch to aid car stability, it is said. Fifteen-inch wheels have been adopted for all cars. The type of unit-body-and-frame and underbody construction, used on the 1942 Lincolns, is said to assure ample clearance.

The new "Liquamatic" drive comprises a combination of liquid flywheel or coupling, an automatic gearshifting mechanism for the transmission and automatic overdrive unit.

New interior fitment and upholsteries harmonize with body colors. Edge-lighted instruments are regrouped on a panel of new design.

Door handles are eliminated on all models by the use of flush-type push-button latch controls both inside and out. Running boards are enclosed by an outward curve in door panels.

Front ends are more massive in appearance, with new wide grilles of rustless steel, new hoods, new fenders and bumpers, new hub caps and newly-styled lamps.

LINCOLN CUSTOM limousine; 138-inch w.b.; 130 h.p.

(Below) LINCOLN-ZEPHYR 4-door sedan; 125-inch w.b.; 130 h.p.

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MERCURY coupe; 118-inch w.b.; 100 h.p.

Mercury

(1942 PRICES PAGE 54)

AMONG numerous mechanical improvements for 1942, Mercury cars offer higher power weight ratio, greater riding comfort and road stability, less overall height, improved brakes and a new extra-cost option — "Liquamatic" drive. Available in the one series of models are six body styles as follows:

Mercury — Coupe, sedan coupe, club convertible, sedan, town sedan and station wagon.

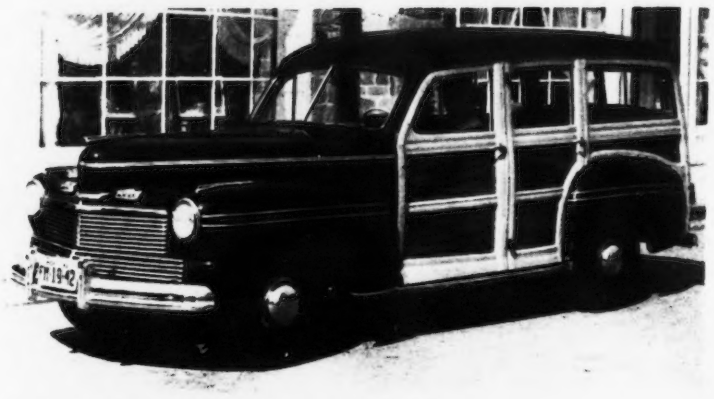
Horsepower has been advanced to 100, while wheelbase is 118 inches. Increased power is obtained through improved engine exhaust system and combustion chambers.

MERCURY two-door sedan; 118-inch w.b.; 100 h.p.

Longer chassis springs, revised interleaf lubrication and new cradly-type rear engine mounting contribute to greater riding comfort and quietness. New rubber bushings are also used in the spring eyes.

Other features are easier steering, improved brakes, wider front and rear treads and new stabilizers. In the interior, many refinements have been effected; front seats are wider and adjustable; more vision is provided.

The "Liquamatic" drive includes a liquid flywheel or coupling and a new special automatic transmission. No shifting is required in Driving Range, in which most ordinary driving is done.

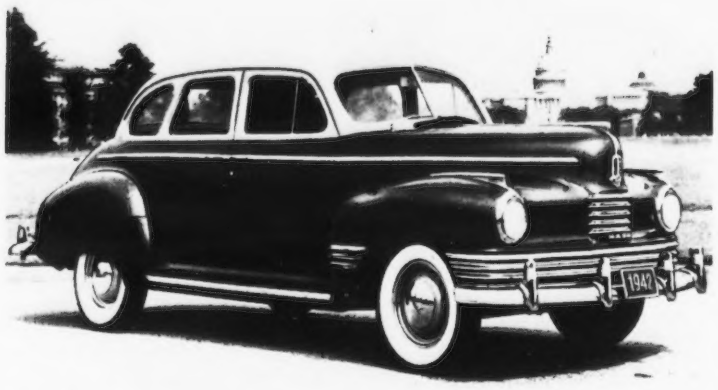


MERCURY station wagon; 118-inch w.b.; 100 h.p.

(Below) MERCURY four-door sedan; 118-inch w.b.; 100 h.p.

Nash

(1942 PRICES PAGE 54)



NASH 600 4-door trunk sedan; 112-inch w.b.; 75 h.p.

NEW styling accentuating lower and longer appearance, airplane-type instrument dials, running boards concealed by a contour in doors and an improved "Weather Eye" ventilating system are a few of the numerous features available in the three series of 1942 Nash cars which include 15 body types in three series as follows:

Nash 600 — Coupe, two-door Slipstream sedan, coupe brougham, four-door Slipstream sedan and four-door trunk sedan.

Ambassador Six — Coupe, two-door Slipstream sedan, coupe brougham, four-door Slipstream sedan and four-door trunk sedan.

Ambassador Eight — Coupe, two-door Slipstream sedan, coupe brougham, four-door Slipstream sedan, and four-door trunk sedan.

NASH 600 4-door Slipstream sedan; 112-inch w.b.; 75 h.p.

Horsepower of 75 in the 600, 105 in the Ambassador Six and 115 in the Ambassador Eight remains unchanged in 1942. Operating refinements in the "Flying Scot" engine of the 600, and a newly designed flywheel, are said to improve the pickup of the 600 and give a better overall engine performance. Valve-in-head motor, available in both the Ambassador Six or Eight, has a new cyclonic combustion chamber through which more of the power in gasoline can be utilized, it is said.

Wheelbases also remain unchanged at 112 inches in the 600 and 121 inches in both the Ambassador Six and Eight,

(Continued on next page)

NASH AMBASSADOR coupe; 121-inch w.b.; 6 or 8 engine.

(Below)
NASH AMBASSADOR Slipstream sedan; 121-inch w.b.; 6 or 8 engine.

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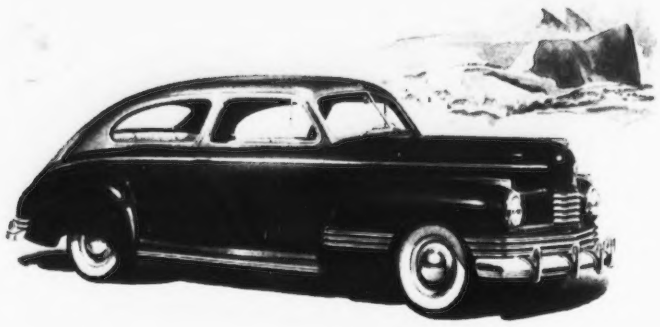
Nash for '42 (*continued*) . . . .

while overall length of the 600 is 196½ inches, and 205½ inches from bumper to bumper in the Ambassador Six and Eight.

Front-end design of all models has been completely restyled and bright metal trim is set low to add to the low appearance of the new line. This motif has been carried out in effect in the rear.

Bodies are a single, welded, frameless steel unit. The



NASH 600 2-door Slipstream sedan; 112-inch w.b.; 75 h.p.

cantilever bridge construction principle and the principle of arching body metal to make it a supporting member are employed. This is said to allow more usable interior space and provides more space for windows and windshields.

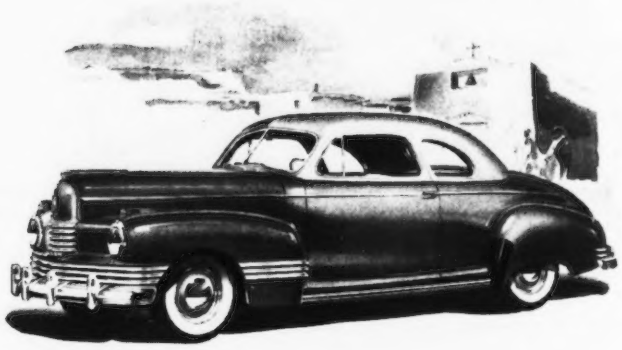
"Weather Eye" ventilating system, available on all

NASH AMBASSADOR 4-door trunk sedan; 121-inch w.b.; 6 or 8 engine.

models, has been improved by permanently fixing the cowl ventilator, so that purified air system is operating at all times. Also available as optional equipment on all models is a cruising gear, which is an automatic fourth speed forward, with an "Overtake" for utilizing the full power of the engine in passing other cars, and in highway driving emergencies when a surge of power is needed.

A wide range of colors and color combinations is also available.

NASH 600 coupe brougham; 112-inch w.b.; 75 h.p.



OLDSMOBILE SIXTY club sedan; 119-inch w.b.; 6 or 8 engine.

Oldsmobile

(1942 PRICES PAGE 54)

TAGGED the "B-44" because they are said to be better than any previous offerings of the company, the 1942 Oldsmobiles comprise two sixes and three eights, with a total of 15 body types, as follows:

Series 66 (with six-cylinder engine) — Business coupe, club coupe, club sedan, two-door sedan, four-door sedan, town sedan, convertible coupe, station wagon.

Series 68 (with eight-cylinder engine) — Business coupe, club coupe, club sedan, two-door sedan, four-door sedan, town sedan, convertible coupe, station wagon.

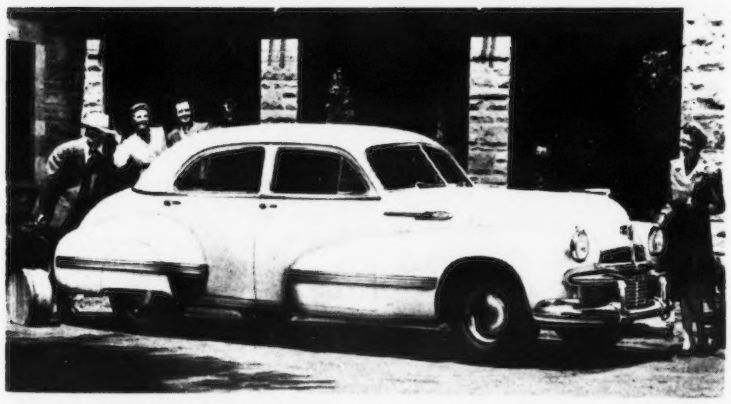
Series 76 (with Six engine) — 76 club sedan, 76D club sedan, 76 four-door sedan, 76D four-door sedan.

(Continued on next page)

OLDSMOBILE SEVENTY 4-door sedan; 125-inch w.b.; 6 or 8 engine.

OLDSMOBILE NINETY-EIGHT club sedan; 127-inch w.b.; 6-8 engine.

OLDSMOBILE SIXTY 4-door sedan; 119-inch w.b.; 6 or 8 engine.



OLDSMOBILE NINETY-EIGHT 4-door sedan; 127" w.b.; 6 or 8 engine.

(1942 PRICES PAGE 54)

Oldsmobile

(continued) . . . .

(Continued from previous page)

Series 78 (with Eight engine) — 78 club sedan, 78D club sedan, 78 four-door sedan, 78D four-door sedan.

Series 98 (with Eight engine) — Club sedan, four-door sedan, convertible coupe.

Oldsmobile's six-cylinder engine provides 100 horsepower, while the eight-cylinder motors offer 110 horsepower. Hydra-Matic drive, now entering its third year, is again a highspot of the 1942 models; available at extra cost.

Striking is Oldsmobile's front-end design, with the "double-duty" bumper consisting of two separate horizontal bars connected by vertical bumper guards. Horizontal bars are joined to car frame by steel bars. Another feature of the redesigned body styling are front and rear fenders streamlined as part of the body contour, front fenders extending midway across the car doors.

Interiors are newly styled with many color options; window areas are large; door-checks are standard; dome light switches on when doors are opened. A deluxe steering wheel is available.

Frames are stronger, hydraulic brakes are improved, quadri-coil springing and four-way stabilization are continued. Increased engine compression ratio and combustion-chamber redesigning are said to have improved performance and economy. Crankshaft is heavier, connecting rods stiffer in the Eight.

Condition-Air heating and ventilating system, improved this year, is again offered.

OLDSMOBILE SIXTY station wagon; 119-inch w.b.; 6 or 8 engine.

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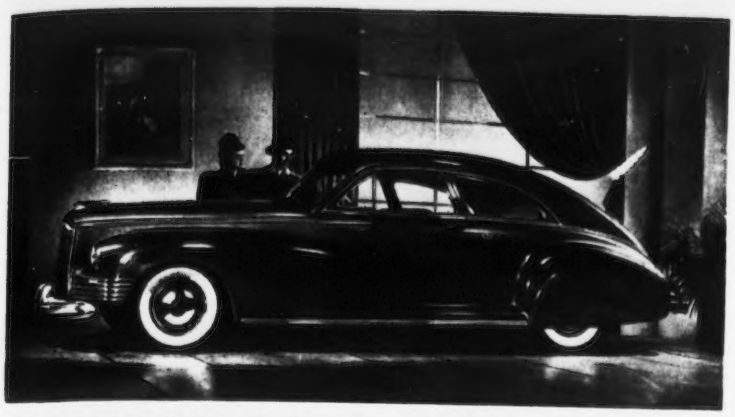

PACKARD CLIPPER 180 club sedan; 127-inch w.b.; 165 h.p.

Packard

(1942 PRICES PAGE 54)

CLIPPER styling, introduced last April, dominates Packard's lines for 1942, with models of this design on the 110, 120, 160 and 180 Super Eight series. Packard's complete offerings, including the Senior cars, comprise eight lines with 24 body styles, as follows:

Special Six — Coupe, two-door sedan, four-door sedan.

Special Six Custom — Convertible coupe, two-door sedan, four-door sedan.

Special Eight — Coupe, two-door sedan, four-door sedan.

Custom Eight — Convertible coupe, two-door sedan, four-door sedan.

Super Eight (160) — Convertible coupe, two-door sedan, four-door sedan.

Super Eight (160) Special — Four-door sedan, 8-passenger sedan, limousine.

Super Eight (180) — Two-door sedan, four-door sedan, Special sedan.

Super Eight (180) Special — Four-door sedan, limousine, formal sedan.

Station wagon has been discontinued, while convertible coupes are available only in the Senior type models. The only change in these Senior models is the adoption of side grilles, with horizontal bars in keeping with general front-end treatment of Clippers. Similar changes have been made in the Super Eight (180) series of Senior cars.

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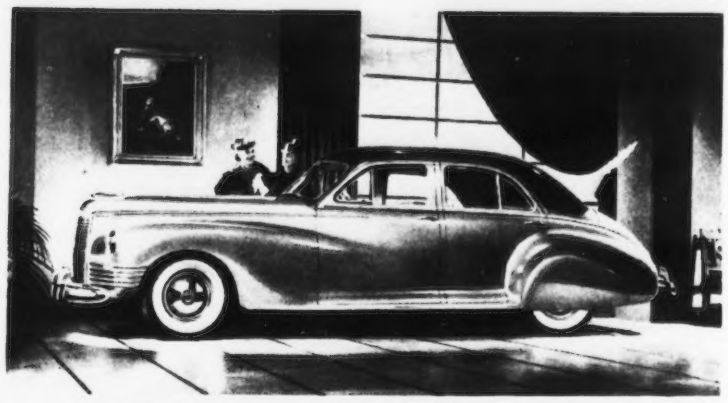
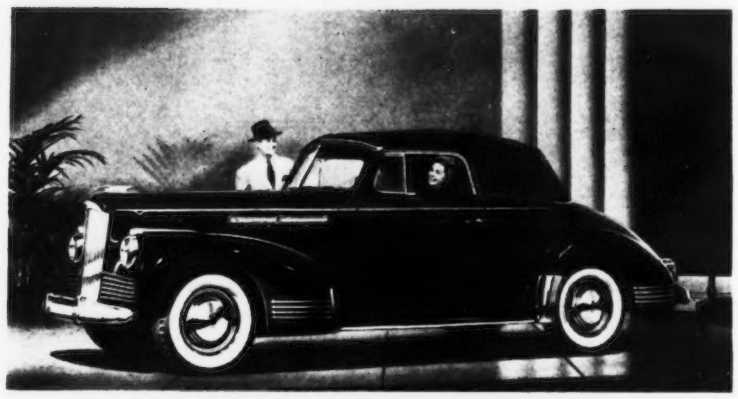


PACKARD CLIPPER 180 touring sedan; 127-inch w.b.; 165 h.p.



PACKARD 160 convertible coupe; 127-inch w.b.; 165 h.p.

PACKARD CLIPPER Special club coupe; 120-inch w.b.; 105 h.p.

Packard

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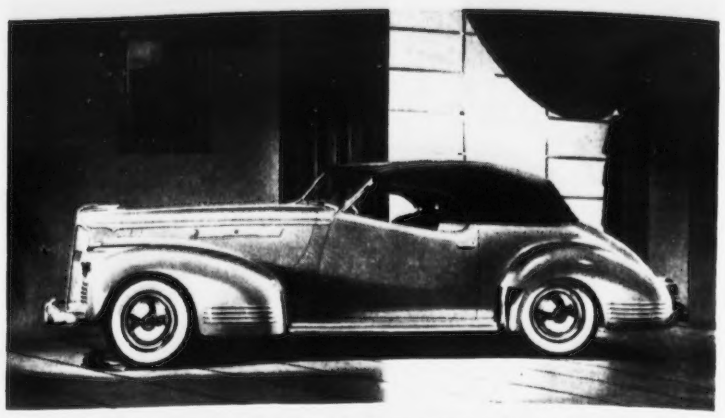


PACKARD SUPER 8 Custom 180 Darrin convertible; 127" w.b.; 165 h.p.

PACKARD SUPER 8 Custom 180 touring sedan; 138-inch w.b.; 165 h.p.

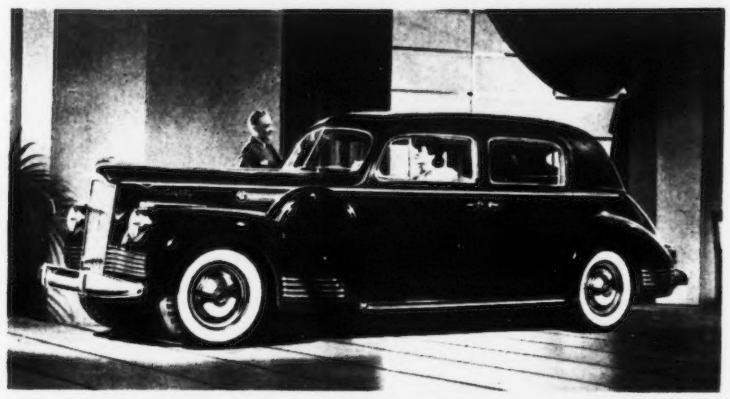
(Continued from previous page)

Clipper body styling is almost identical throughout the line save for shorter bonnet on the 120-inch models. However, all Clipper models have been shortened considerably in overall length through changes in front and rear bumper designs.

Engines remain basically the same, except that power output has been stepped up five horsepower. Cast-iron pistons will be substituted for aluminum pistons in all except the Super Eight engine. Electromatic drive, with improvements, is optional equipment. Chassis, spring suspension, steering gear and stabilizers have been improved.

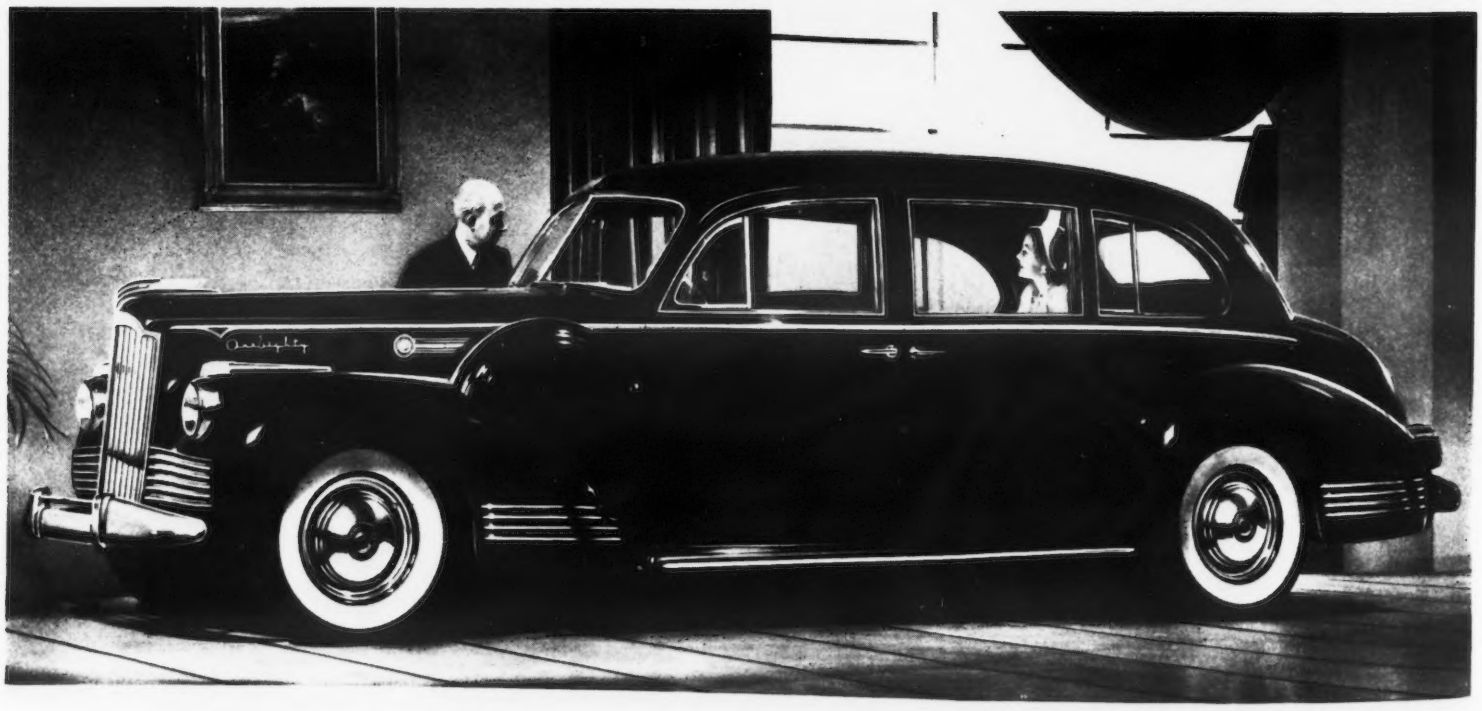
Interiors have been refined, with new instrument panels on all Clipper models. Turn signals are standard on all except Six and Eight Specials.

PACKARD SUPER 8 160 sedan; 138-inch w.b.; 165 h.p.



PACKARD SUPER 8 Custom 180 formal sedan; 127-inch w.b.; 165 h.p.

PACKARD SUPER 8 Custom 180 limousine; 148-inch w.b.; 165 h.p.



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PLYMOUTH SPECIAL DELUXE town sedan; 117-inch w.b.; 95 h.p.

Plymouth

(1942 PRICES PAGE 54)

WITH horsepower boosted to 95, Plymouth's two lines for 1942 are available in 11 body styles, as follows:

Deluxe — Coupe, two-door sedan, four-door sedan and club coupe.

Special Deluxe — Coupe, two-door sedan, four-door sedan, club coupe, convertible coupe, town sedan and station wagon.

The Plymouth standard line, offered last year, has been dropped for this year. Besides the increased horsepower, other highlights of the 1942 offerings are:

Greater use of Amola steel; cars are lower with full-width running boards concealed; use of lightweight iron pistons (weighing only 10 ounces more than last year's aluminum pistons); longer and more massive double-channel frame, and new front end with splash guard and air scoop.

Heavy, broad fenders emphasize Plymouth's new lowness and width. Splash guard, between bumper and grille, helps keep mud from splashing on front of car. Aircraft-style air scoop is said to add to efficiency of cooling system.

Increased horsepower is obtained at a lower engine speed and lower rear axle gear ratio, which is said to improve economy of operation. Other engine features are Super-finished parts, new oil filter and intake. Crankshaft is heavier, better counterweighted and equipped with vibration damper.

PLYMOUTH DELUXE coupe; 117-inch w.b.; 95 h.p.

Several color choices are offered in the interiors, to harmonize with exterior color schemes. Nine body colors are available on all body types, in addition to two special colors for convertibles.

Important in improved riding qualities are longer frames, longer wheelbases, better weight distribution, big front coil springs and front-end sway eliminator, high steering ratio, long rear springs and aero-hydraulic shock absorbers.

Safety features are many in the 1942 Plymouths, including outside locks on both front doors which can be opened

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PLYMOUTH SPECIAL DELUXE 4-door sedan; 117-inch w.b.; 95 h.p.

Packard

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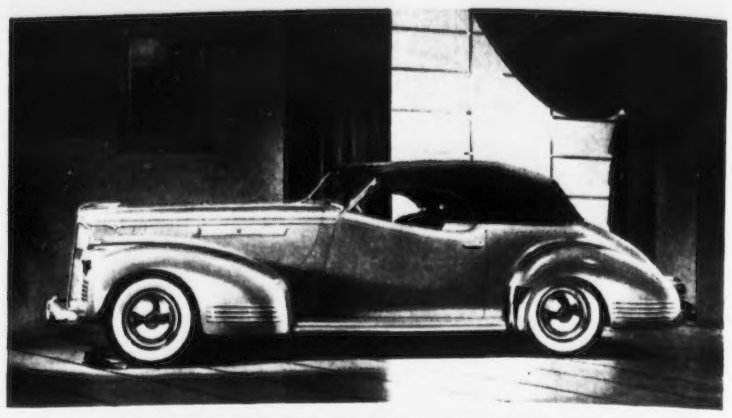

PACKARD SUPER 8 Custom 180 Darrin convertible; 127" w.b.; 165 h.p.

PACKARD SUPER 8 Custom 180 touring sedan; 138-inch w.b.; 165 h.p.

(Continued from previous page)

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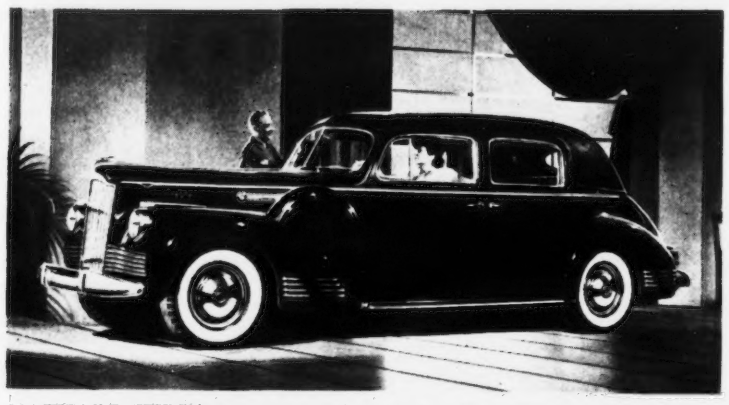

PACKARD SUPER 8 Custom 180 formal sedan; 127-inch w.b.; 165 h.p.

PACKARD SUPER 8 160 sedan; 138-inch w.b.; 165 h.p.

PACKARD SUPER 8 Custom 180 limousine; 148-inch w.b.; 165 h.p.

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Safety features are many in the 1942 Plymouths, including outside locks on both front doors which can be opened

(Continued on next page)

PLYMOUTH SPECIAL DELUXE 4-door sedan; 117-inch w.b.; 95 h.p.

at either side; clutch and brake pedals are located more directly in front of driver; horns will not blow until ignition is turned on; trunk lids are counterbalanced; "Safeguard" wheels, which guard against danger of blowouts, are continued; increased effectiveness of Safety-Signal speedometer.

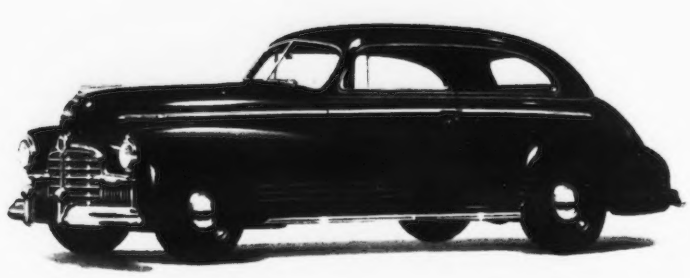
SPECIAL DELUXE two-door sedan; 117-inch w.b.; 95 h.p.

SPECIAL DELUXE club coupe; 117-inch w.b.; 95 h.p.

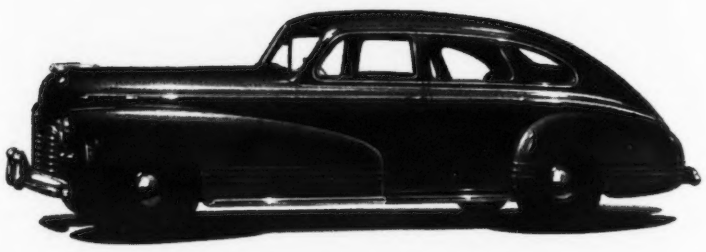
Operating quietness is said to be obtained through rubber body mountings, rubber insulation of rear springs, five different kinds of body insulation and Plymouth's Floating Power engine mountings.

Pontiac

(1942 PRICES PAGE 54)



TORPEDO two-door sedan; 119-inch w.b.; 6 or 8 engine.



STREAMLINER four-door sedan; 122-inch w.b.; 6 or 8 engine.

PONTIAC for 1942 presents increased overall length, advanced styling, improved engine and newly-treated interiors. Thirteen models are available on three lines, as follows:

Torpedo — Business coupe, sport coupe, two-door sedan, four-door four-window sedan, four-door six-window sedan, convertible sedan coupe and two-door sedan coupe.

Streamliner — Sedan coupe, four-door sedan and station wagon.

Streamliner-Chieftain — Sedan coupe, four-door sedan and station wagon.

All models are available with either the six-cylinder engine (90 horsepower) or the eight-cylinder motor (103 horsepower). Price differential is $25. Wheelbases are 119 inches on the Torpedo models, 122 inches on the other two lines.

Noteworthy among the engine and chassis improvements are simplified starting, triple-sealed front brakes, added water pump seal, new rear spring interliners, improved oil cleaner, new convertible body and chassis, better convertible vision. Overall length has been increased three inches, without change in wheelbases.

Many refinements are made in the 1942 interiors, these including new instrument panel surfaces, mahogany garnish moulding panels which extend along the inside from windshield to rear seat cushion, plastic door handles and knobs.

From the front the car's massiveness is produced by wider bumpers, wider spacing of headlights, redesigning of grille, longer horizontal parking lights and wider hood

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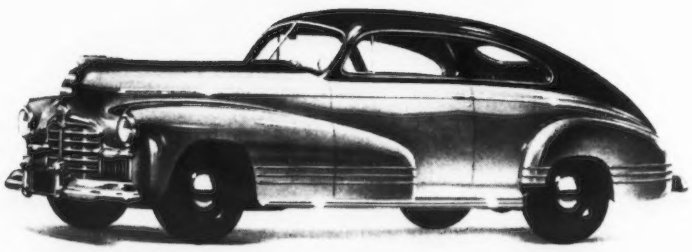
TORPEDO sedan-coupe; 119-inch w.b.; 6 or 8 engine.



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STREAMLINER CHIEFTAIN sedan coupe; 122-inch w.b.; 6-8 engine.

(Continued from previous page)

nose. Front fenders are 50 percent longer, sweeping back midway into the doors. Wider mouldings trim the lower edge of the front fenders and body sills to the front edge of the rear fenders. Plastic Indian head ornaments adorn the hoods.

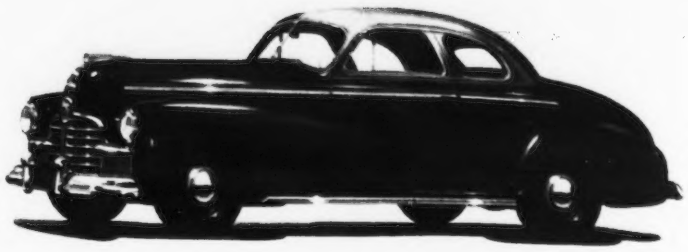
For the eighth year Pontiac continues its "Silver Streak" identification. There is also more generous use of plastics for decorative and ornamental purposes, while a new copper finish appears on the instrument panel, radio grille and clock, replacing the chromium plate of former years.

For this year Pontiac continues the electro-plated iron alloy pistons it has used for the past 16 years.

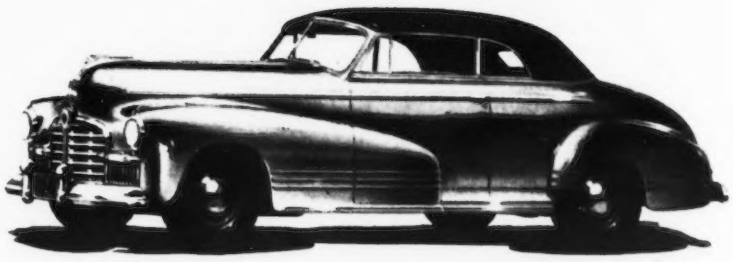
Front brakes do a larger percentage of the work than previously, the width of front brakes being increased from 1¾ inches to two inches. Drum diameters remain at 11 inches. Braking effect is now 56 percent on front wheels, 44 percent on rear wheels. No change in rear springs has been made, but Pontiac has inserted oil-soaked thin wood strips between the spring leaves to eliminate the last trace of a squeak, it is claimed. Metal covers are retained.

The Streamliner-Chieftain models differ from the Streamliner and Torpedo series in a wider selection of upholstery fabrics, a new type of seat cushion, folding center arm rests in rear seats and a triple moulding on front and rear fenders.

Convertible sedan coupes feature a new quarter window which can be lowered or raised whether top is down or not.



TORPEDO business coupe; 119-inch w.b.; 6 or 8 engine.



TORPEDO sedan-coupe convertible; 119-inch w.b.; 6 or 8 engine.

TORPEDO four-door sedan; 119-inch w.b.; 6 or 8 engine.

Pontiac

Studebaker

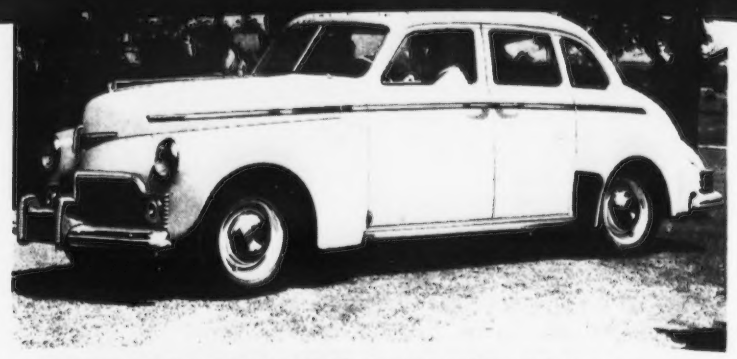
(1942 PRICES PAGE 54)

STUDEBAKER CHAMPION Custom club sedan; 110-inch w.b.; 80 h.p.

STUDEBAKER CHAMPION Custom coupe; 110-inch w.b.; 80 h.p.

HIGHLIGHTING a new "Turbo-Matic" drive, Studebaker's 1942 models present new body styling by Raymond Loewy, and many exterior, interior and mechanical refinements. The new Studebakers are offered in three lines with 10 body styles as follows:

Champion — Two-door sedan, four-door sedan, three-passenger coupe and "double-dater" coupe for five.



STUDEBAKER COMMANDER Custom sedan; 119-inch w.b.; 94 h.p.

Commander — Two-door sedan, four-door sedan, and sedan-coupe.

President — Two-door sedan, four-door sedan and sedan-coupe.

Custom and Deluxstyle models are available in each group of cars, while in the Commander and President lines there are also Skyway models.

The new "Turbo-Matic" drive, offered on the Commander

(Continued on next page)

STUDEBAKER COMMANDER Deluxstyle sedan; 119-inch w.b.; 94 h.p.

STUDEBAKER PRESIDENT Land Cruiser; 124-inch w.b.; 117 h.p.

STUDEBAKER PRESIDENT Skyway sedan-coupe; 124" w.b.; 117 h.p.

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Studebaker for '42 (continued) . . . .

and President (overdrive available on Champion), consists of a fluid coupling with an automatic clutch and overdrive transmission, thereby eliminating the clutch pedal. There is no "creep" when the car is in gear, it is said.

Mechanical changes include new lightweight Parco Lubrized iron-alloy pistons, improved self-stabilizing independent front-wheel suspension, down-draft carburetor, vibration damper on crankshaft, and automatic spark control. Spring covers are standard equipment. Horsepower is 80 in the Champion, 94 in the Commander and 117 in the President.

With many color combinations available, interiors offer a wide variety. Exteriorly, Custom Champions come in solid colors, Deluxstyle models in 12 solid and six two-tone combinations. Both Commanders and Presidents are offered in Custom, Deluxstyle and Skyway models with a variety of color combinations and interior trims. Trim, fabric and plastics permit fusing exterior and interior color schemes.

Front ends of the new Studebakers are low and wide; doors are wide and windows broad. A feature in the President and Commander sedan-coupes is the new one-piece curved windshield, which permits increased visibility.

STUDEBAKER PRESIDENT Deluxstyle Land Cruiser; 124" w.b.; 117 h.p.

STUDEBAKER PRESIDENT Custom sedan-coupe; 124" w.b.; 117 h.p.

Willys

(1942 PRICES PAGE 51)

EMPHASIZING economy and defense-time stamina, the Willys-Overland Americar for 1942 has no body structure changes but offers numerous interior and mechanical refinements. The 1942 offerings are available in three series with six body styles as follows:

Speedway — Coupe and four-door sedan.

Deluxe — Coupe, four-door sedan and station wagon.

Plainsman — Coupe and four-door sedan.

Biggest exterior change is a massive-looking chrome strip dividing the radiator grille. Running boards are optional on both Speedway and Deluxe lines.

Interior tailoring features two-tone combinations, while instrument panels show extensive use of plastics. Special compound is used to deaden sounds and vibrations.

Heat control mechanism on the manifold is redesigned to achieve "all-speed, all-temperature" peak power. Aluminum pistons are replaced by a lightweight iron alloy, ribbed for rigidity and heat dissipation.

Horsepower of the four-cylinder engines is 63, wheelbase 104 inches.

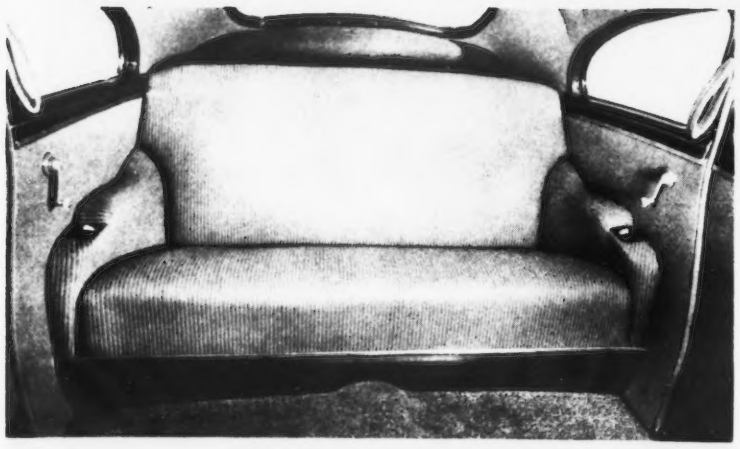
WILLYS AMERICAR 4-door sedan; 104-inch w.b.; 63 h.p.

Interiors
Styled for Comfort

GREATER comfort and more beauty, yet greater durability, highspot interiors in the 1942 automobiles. Seats are wider in most instances and headroom is unchanged despite lower overall height of cars this year. Plastics and leather have taken the place of bright work in many places. Many color combinations are available.

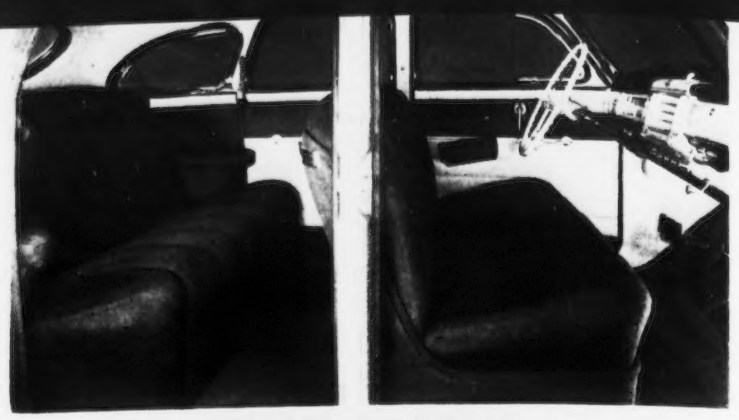
BUICK SERIES 50

CADILLAC SERIES 63



CHEVROLET

(Continued on page 46)



CHRYSLER NEW YORKER

DE SOTO CUSTOM

DODGE CUSTOM

(Above) FORD

(Below) HUDSON

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An Open Letter to the Automotive Industry

Collier's
THE NATIONAL WEEKLY
THE CROWELL-COLLIER PUBLISHING COMPANY
250 PARK AVENUE
New York

OFFICE OF THE EDITOR

Gentlemen:

To men of action words don't mean much. So, keep right on doing what you're doing and don't let us interrupt you.

We're not going to make a sales talk or toss even a single pie chart into your whirring production machinery.

But we do want you to know that we realize what a gigantic two-sided job you're working at---that we understand some of its difficulties and that we're applauding with all the enthusiasm at our command.

We know something of the gravity of your task---something, too, of your tremendous accomplishments which have licked the clock, the calendar and the quotas in the switchover to production of war material.

We heartily endorse your farseeing insistence that the automobile is as essential a defense weapon at home as the tank or the cannon on the battlefronts. Certainly the workers are front-line soldiers in a mobile war. They need their jollopies just as a soldier needs his gun.

Some sympathetic and understanding artist might picture you motor men, your whole industry, as we see you---

a nimble giant knee-deep in a sea of requisitions feeding ever-increasing portions of material into the maw of defense with one hand and keeping an essential national industry alive and above water with the other hand while critical gadflies buzz around your head.

Since you've got your hands full we'll try to interest the public in swatting some of those flies.

Sincerely

William L. Chenery

Editor of Collier's

Interiors

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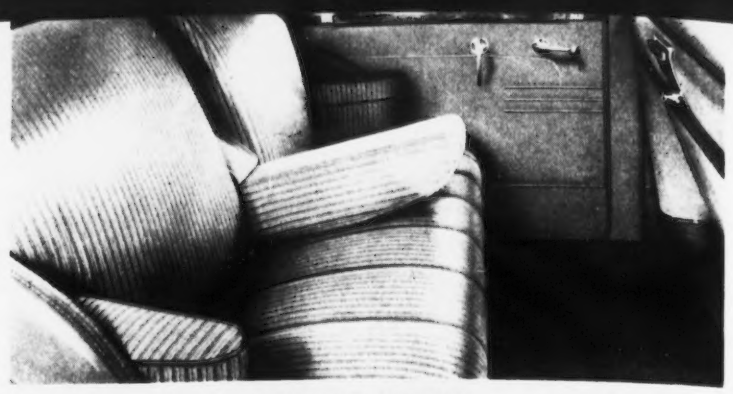
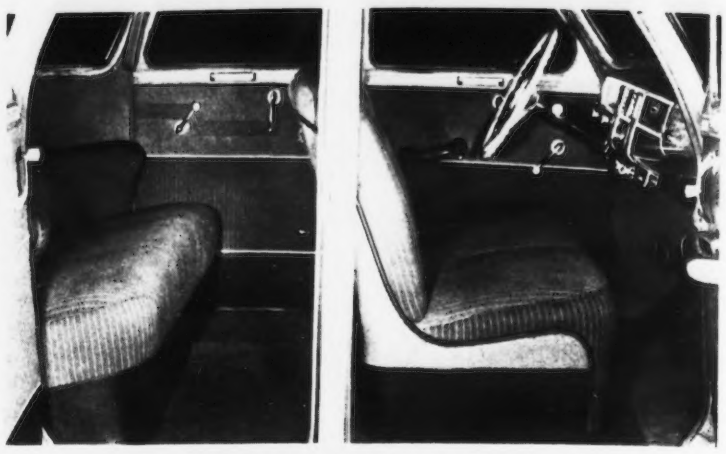


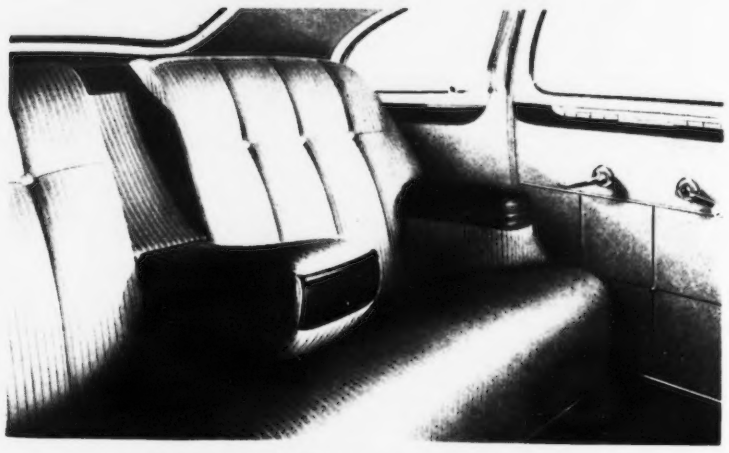
PACKARD CUSTOM

LINCOLN-ZEPHYR



PLYMOUTH SPECIAL DELUXE

MERCURY



PONTIAC STREAMLINER-CHIEFTAIN

NASH 600

(Below) OLDSMOBILE 70

STUDEBAKER COMMANDER

W
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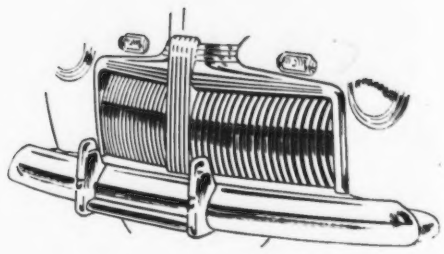
Y
S

Recently referred to in Washington as *the Bible of the automotive industry* it has attained this position by demonstrating by 16 years Service its absolute Independence, Authenticity and Aggressiveness!

That is why Automotive NEWS, the newspaper of the industry, can demonstrate a renewal percentage of 78.27%, a remarkable showing matched by only a few publications, of any kind, published in America.

How Defense Needs have been met and Ford Quality improved

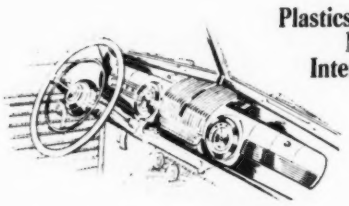
As DEFENSE PRODUCTION has gained pace, many people have wondered about its effect on 1942 cars. Would shortages of some materials force substitutes into the motor car? Would buyers get less quality for their money this year? For our part at Ford, we are glad to say that defense requirements have been met in full without a single reduction in the goodness of the car mechanically—and with many real improvements in its beauty, comfort and performance. Some new materials have replaced old ones, generally at greater cost to us. In every case, the new is equal to or better than the old. Here are instances of what we have done . . .



Steel Stampings for Die-Castings

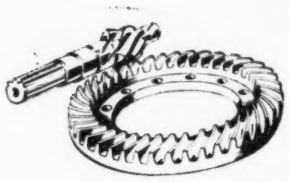
Exterior parts like radiator grilles, and mechanical parts like generators and starter end plates, are now made from steel stampings instead of die-castings, without affecting their usefulness or appearance. This has freed large amounts of zinc, aluminum and other defense-needed materials.

Plastics Replace Metal for Interior Trim



We have been developing plastics for a long time at Ford. The value of this is now apparent. The wider use of plastics this year in instrument panel, radio grille, door handles and other interior trim has released large quantities of zinc formerly used in metal die-castings, as well as nickel and chromium formerly used in plating bright metal parts. The plastic parts are lighter in weight, fully as serviceable, and very attractive in appearance.

Molybdenum Replaces Nickel



Nickel is important not only in the finish of plated metal but in improving the toughness of steel. In defense production it is used in the manufacture of aviation engine parts and armor plate. Ford valves, transmission gears, shafts, and many other parts formerly containing nickel, are now alloyed with molybdenum and chromium. For the purpose, these parts are as good as or better than those replaced.

Some Results in Defense Metals Saved

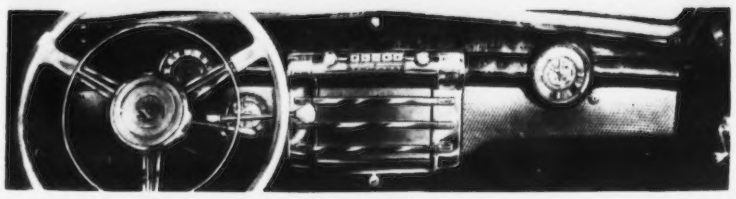
Based on present conditions, here are some examples of how new materials and methods in the 1942 Ford are helping relieve defense "shortages." Figures show the *cut* in use this year of the materials named:

Primary (*new*) Aluminum has been cut out 100% . . . Secondary (*re-melted*) Aluminum has been cut down 70% . . . Nickel has been cut down by 90.7% . . . Magnesium, cut out almost entirely, is down 98.7% . . . Zinc has been reduced by 37.5% . . . Copper, Tin, Lead, and Tungsten cut down in varying amounts from 5.2% to 81%.

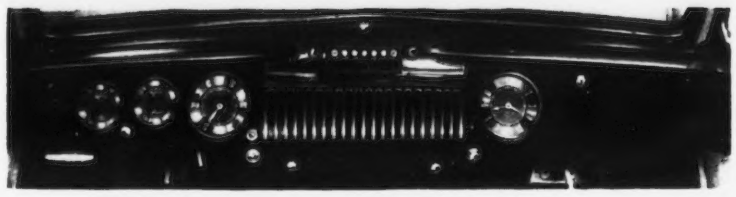
America's Most Modern 6...America's Lowest-priced 8

Instrument Panels

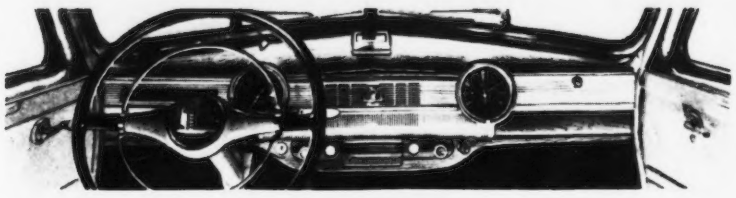
MORE generous use of plastics is noted in the smooth-flowing, smartly-styled instrument panels of the 1942 automobiles.



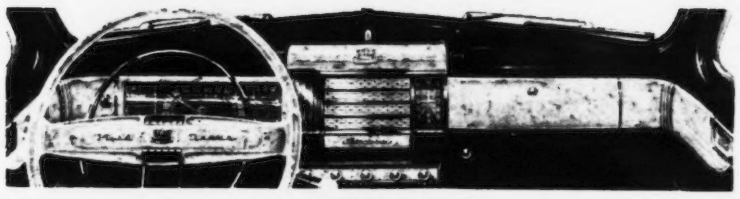
BUICK



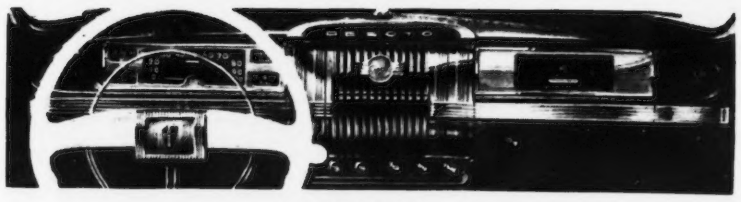
CADILLAC



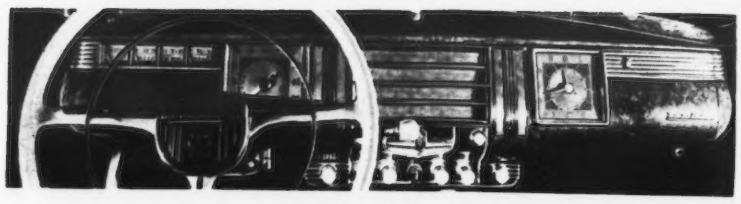
CHEVROLET



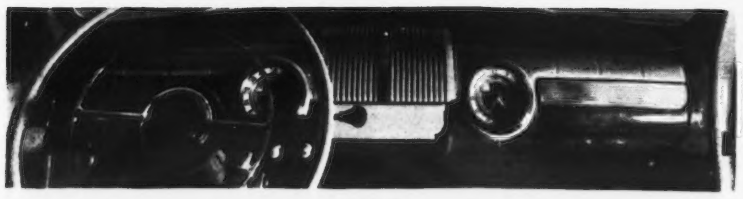
CHRYSLER



DE SOTO

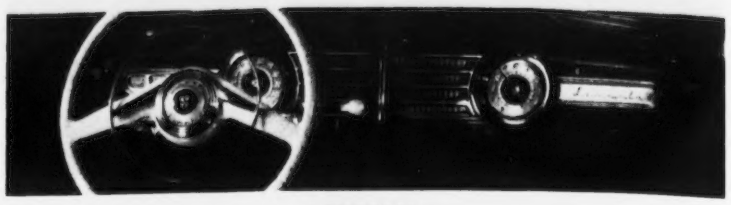


DODGE



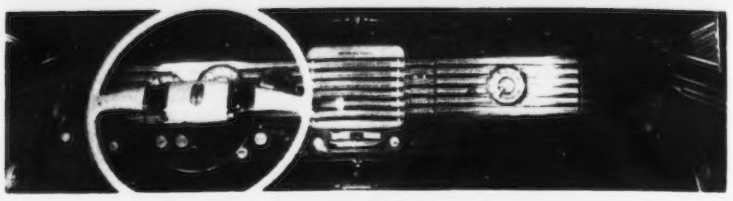
FORD

HUDSON

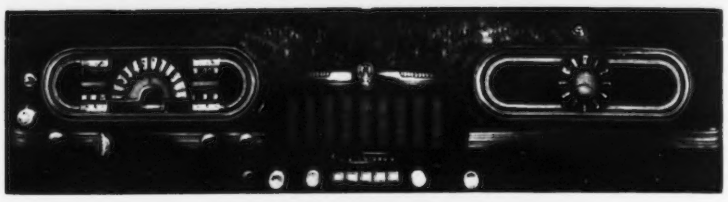


LINCOLN

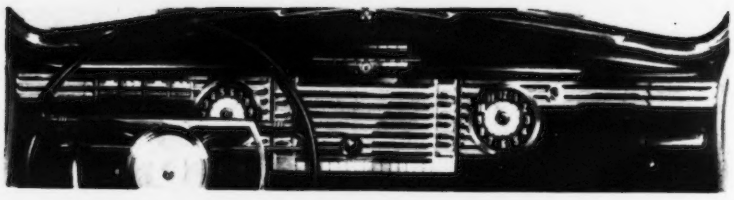
MERCURY



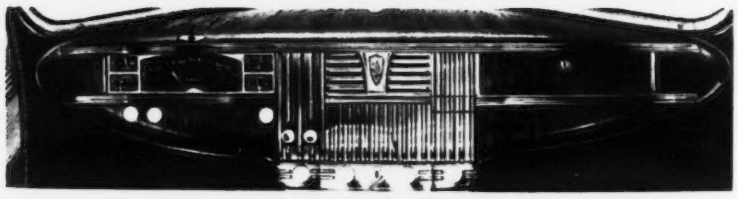
NASH



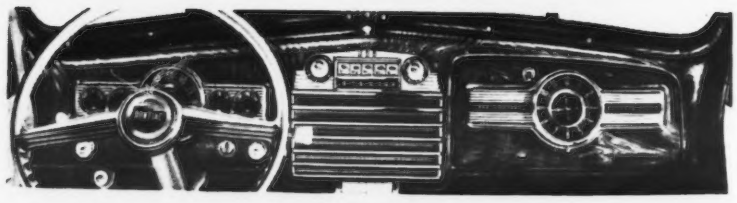
OLDSMOBILE



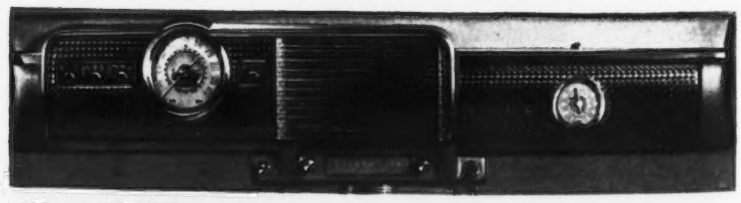
PACKARD



PLYMOUTH



PONTIAC



(Above) STUDEBAKER

(Below) WILLYS-AMERICAR

Recently referred to in Washington as *the Bible of the automotive industry* it has attained this position by demonstrating by 16 years Service its absolute Independence, Authenticity and Aggressiveness!

That is why Automotive NEWS, the newspaper of the industry, can demonstrate a renewal percentage of 78.27%, a remarkable showing matched by only a few publications, of any kind, published in America.

His mechanics know their three R's *

IT may surprise you to know that the modern automobile contains some 12,000 parts.

These parts are so durable and precisely fitted that most of them function throughout the life of the car with no attention at all.

However, since anything mechanical requires some care, one of the things General Motors dealers do for their communities is provide service based on complete, first-hand, up-to-the-minute knowledge of the whole automobile.

To do this, most GM dealers send their mechanics to a factory training school each year.

There they study the new engineering principles in the current models, learn the latest "wrinkles" in service techniques and refresh themselves on the proper care of standard mechanical features.

This is an important safeguard for the satisfaction you and millions like you desire from an automobile. It will be doubly important if the needs of national defense make it necessary for dealer service to prolong the useful life of cars in the future.

As a group, the dealers who sell GM cars have grown in ability with the industry of which they are a part. Year by year, they have risen to new responsibilities, and they are today, with mighty few exceptions, businessmen of whom we and their home towns can be proud.

That's why we look upon them as partners in progress, with us and with the communities they serve.

GENERAL MOTORS GENERAL MOTORS DEALERS
Partners in PROGRESS *through* SERVICE

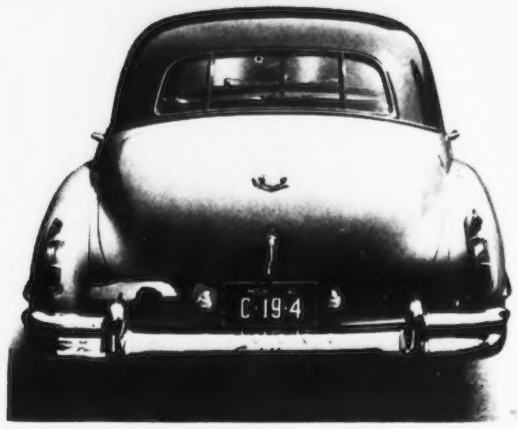
GENERAL MOTORS

CHEVROLET · PONTIAC · OLDSMOBILE · BUICK · CADILLAC

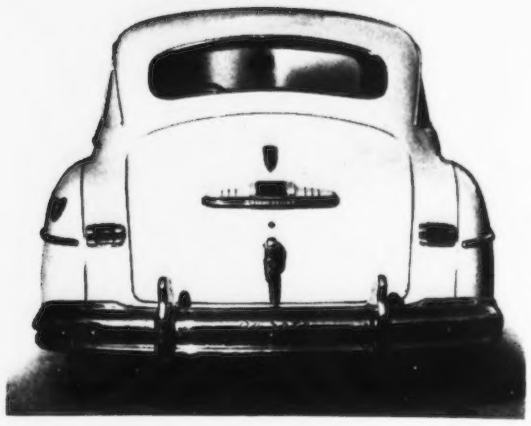
BUICK

CHRYSLER

CADILLAC



DE SOTO



Rear Ends

DODGE

STREAMLINE motifs have been carried out in harmony in all lines with larger, curved rear windows adding to visibility. Spacious illuminated trunks are available with various location of spare tires taking a minimum of space. Most lines are using counterbalanced springing on trunk lids, although in a few instances, struts are still being used. License plate holders of some form have been provided in the middle of rear decks with a special light, usually a part of trunk handle, for illumination. Wider, sturdy bumpers and bumper guards complete the rear-end treatment.

FORD

CHEVROLET

HUDSON

(Continued on page 52)

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AGAIN *Chrysler* SETS THE PACE!

... now others follow!

Why shift gears? . . . when you can get improved Chrysler Fluid Drive with 2,000,000,000 miles of owner satisfaction behind it!

IT HAS happened again! Chrysler Fluid Drive and Vacamatic transmission have started a trend the motor car industry is attempting to follow.

The overwhelming popularity of Chrysler Fluid Drive makes it natural that various kinds of "liquid" and "automatic" drives should now appear. Some of these designs only remotely resemble Chrysler Fluid Drive . . . either in principle or in results. It is still best to buy genuine Fluid Drive . . . the one backed by greatest experience and favorable public acceptance.

Now going into its fifth triumphant year, Chrysler Fluid Drive has got all America asking "Why shift gears?" But only Chrysler can provide Chrysler's tested and proved answer to this important question.

More than two billion miles of owner satisfaction recommend Chrysler Fluid Drive and Vacamatic transmission. Further advanced in the beautiful new Chryslers, this famous drive gives the peak of effortless driving — liquid smoothness . . . and fuel conservation by its ability to give you more power per gallon.

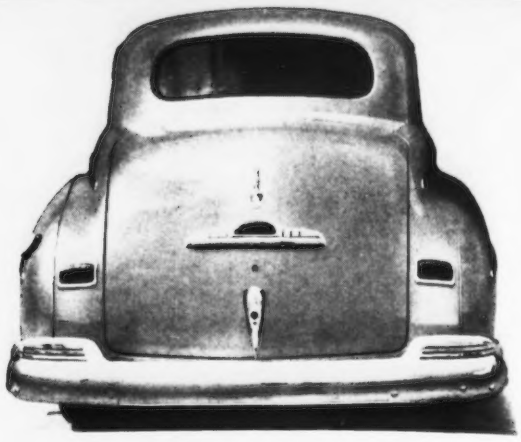
In Fluid Driving, Chrysler once again gives evidence of its outstanding engineering leadership — its ability to provide the good things first . . . the sound, fundamental reasons for the ever-growing public preference which Chrysler enjoys.

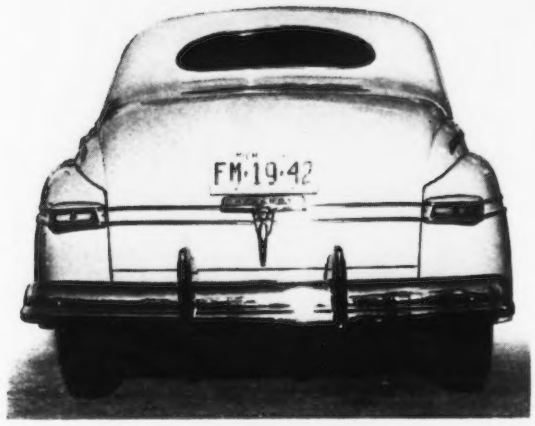
Fluid Drive and Vacamatic Transmission . . . GET MODERN DESIGN!

Buy Chrysler!

LINCOLN • ZEPHYR

PLYMOUTH





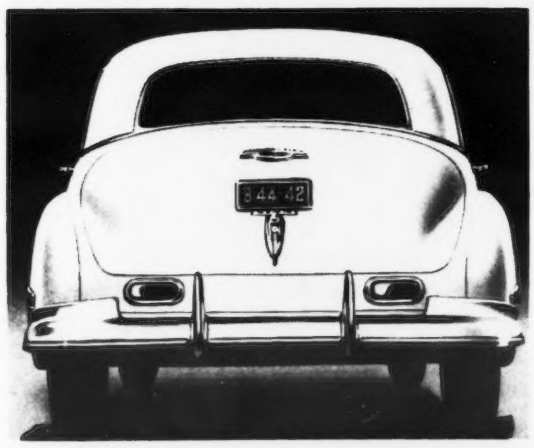
MERCURY

PONTIAC

NASH

Rear Ends

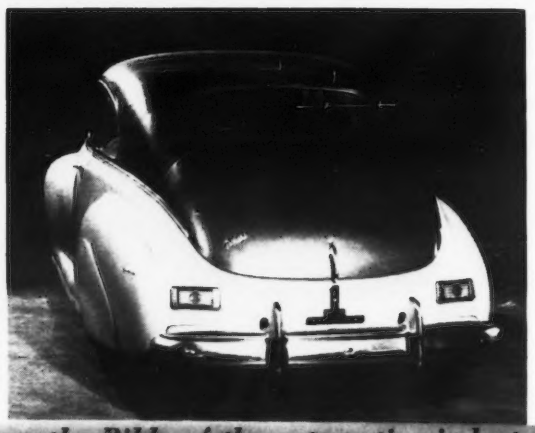
(continued) . . . .



OLDSMOBILE

STUDEBAKER

PACKARD • CLIPPER



WILLYS • AMERICAR

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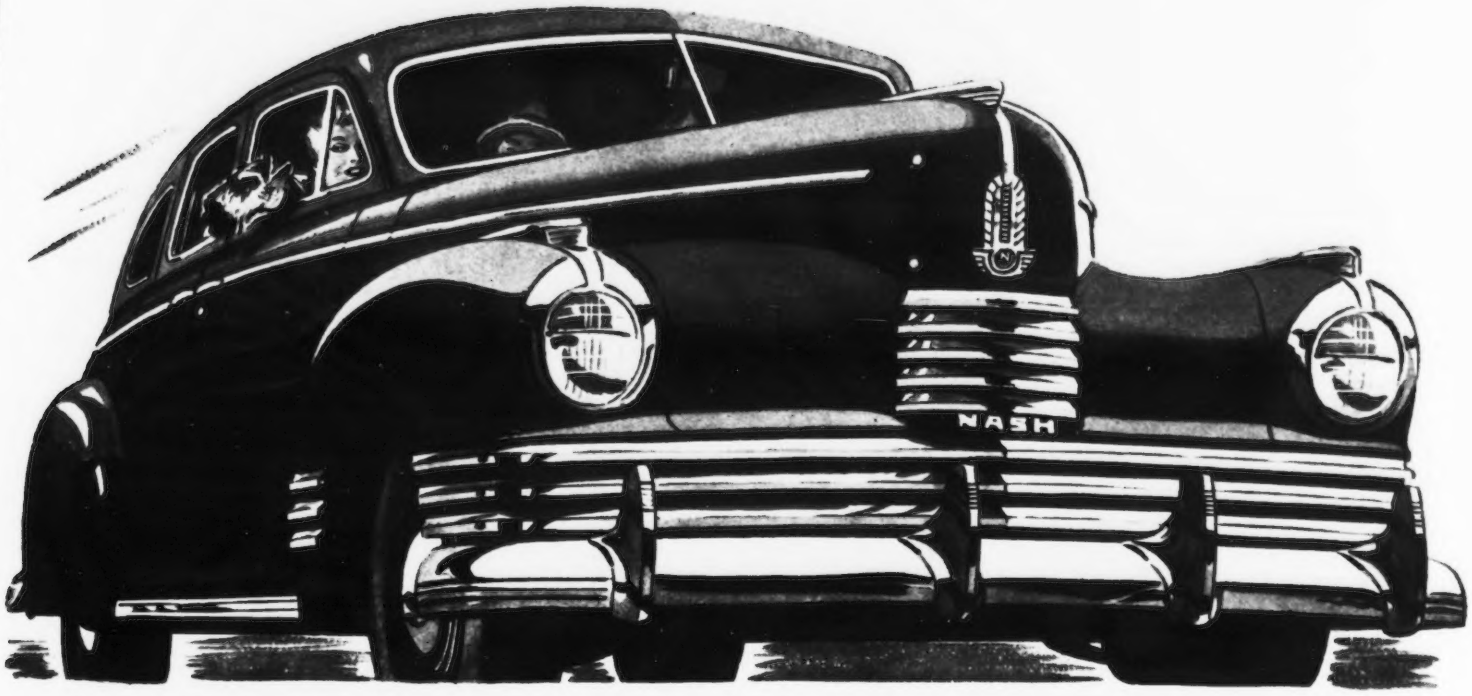
This is America's "Car of the Hour"



This Year's Nash—More Than Any Other Make of Car—Matches the News, Meets the Needs of Changing Times

LOOK at any newspaper—and you'll see why this year's news about Nash ties right up with the headlines on Page One.

"New taxes"... "demands for greater economy"... "pleas for conserving gasoline"—and Nash meets the problem significantly with economy of 25 to 30 miles on a gallon of gasoline at highway speed.

"Car production curtailed"... "Priorities essential to defense". With fewer cars for the American public to buy, Nash again is headline news because its traditional long life and dependability mean longer service at less cost.

"Modern aviation developments the order of the day"—and Nash alone uses the aircraft construction principles that give greater strength and cruising radius to long range bombers—to provide greater safety and economy to the motorist.

Styled to be beautiful for years, with roomy comfort for six, with a riding quality, plus performance and features that make a new car *really new*, no other car so nearly meets the needs of the time. Yet Nash prices start in the low-price field!

In a year when fundamental industry improvements have been limited, Nash's "New kind of car" is even newer than ever before.

Style-wise, Nash has built a "Million Dollar Beauty" for the low-price field . . . the most beautiful car of its price ever seen.

A car that rides even better—steers even easier—performs even more brilliantly than last year's record-holding Nash!

The *only* car in its field with unit-body-and-frame . . . with four-wheel coil springing . . . with Two-way Roller Steering. A car that offers a real Weather Eye Conditioned Air System . . . even a "Sedan Sleeper" Bed.

And in their respective price classes—not far from the lowest—the new Nash Ambassador "6's" and "8's" are just as outstanding.

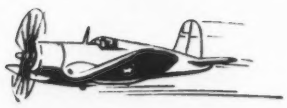
It can't be a coincidence that the public, industry observers, and dealers agree that this year's Nash is "the Car of the Hour"—that it has perhaps the brightest future of any car introduced during the last decade.

No wonder Nash dealers regard "Emergency" as "*Opportunity*"!

NASH

THREE NEW SERIES OF FINE MOTOR CARS

Sixes and Eights



NASH HELPS AMERICA RE-ARM . . . Now working on important contracts for the Armed Forces — airplane propellers and engine parts, trailers, and other *materiel* for America's Defense.

Prices for 1942 Passenger Cars

(As of Oct. 20, 1941)

ALL prices shown on this page are factory delivered prices, including federal excise taxes (7 percent), standard equipment, conditioning and handling charges. Distribution and delivery charges, state and local taxes (if any) are extra. Handling charges are estimated for Chrysler, De Soto, Dodge and Plymouth.

BUICK

SPECIAL 40A

Coupe	$ 1,076
Business sedanet	1,097
Two-door sedanet	1,134
Four-door sedan	1,171
Convertible coupe	1,361

SPECIAL 40B

Business sedanet	1,108
Two-door sedanet	1,166
Four-door sedan	1,213
Estate wagon	1,561

SPECIAL 40B SE

Two-door sedanet	1,224
Four-door sedan	1,297

SUPER 50

Two-door sedanet	1,339
Four-door sedan	1,391
Convertible coupe	1,570

CENTURY 60

Two-door sedanet	1,413
Four-door sedan	1,465

ROADMASTER 70

Two-door sedanet	1,528
Four-door sedan	1,601
Convertible coupe	1,822

LIMITED 90

Four-door sedan	2,418
Formal sedan	2,576
Four-door sedan (8-pass.)	2,628
Limousine	2,734

CADILLAC

SIXTY-ONE

Club coupe	$1,560
Four-door sedan	1,647

SIXTY-TWO

Club coupe	1,667
Club coupe (deluxe)	1,754
Four-door sedan	1,754
Four-door sedan (deluxe)	1,836
Convertible coupe	2,020

SIXTY-THREE

Four-door sedan	1,882

SIXTY SPECIAL

Four-door sedan (div.)	2,435
Four-door sedan	2,589

SIXTY-SEVEN

Four-door sedan	2,896
Four-door sedan (div.)	3,045
Four-door sedan	3,045
Imperial sedan	3,204

SEVENTY-FIVE

Business sedan	3,152
Four-door sedan	3,306
Business Imperial	3,306
Four-door sedan (div.)	3,459
Four-door sedan (8-pass.)	3,459
Imperial sedan	3,613
Formal sedan	4,330
Formal sedan (8-pass.)	4,484

CHEVROLET

STYLEMASTER

Coupe	$ 822
Sport coupe	854
Town sedan	865
Sport sedan	907

FLEETMASTER

Coupe	880
Sport coupe	912
Town sedan	922
Sport sedan	965
Cabriolet	1,159

FLEETLINE

Aerosedan	949
Sedan	991
Station wagon	1,175

CHRYSLER

ROYAL

Coupe	$1,166
Two-door brougham	1,248
Club coupe	1,264
Four-door sedan	1,275
Town sedan	1,322
Four-door sedan (8-pass.)	1,660
Limousine	1,740

WINDSOR

Coupe	1,239
Two-door brougham	1,320
Club coupe	1,332
Four-door sedan	1,358
Town sedan	1,407
Convertible coupe	1,539

TOWN & COUNTRY

Station wagon (6-pass.)	1,712
Four-door sedan	1,740
Limousine	1,820
T & C wagon (9-pass.)	1,832

SARATOGA

Coupe	1,429
Two-door brougham	1,476
Club coupe	1,487
Four-door sedan	1,512
Town sedan	1,562

NEW YORKER

Coupe	1,491
Two-door brougham	1,551
Club coupe	1,562
Four-door sedan	1,590
Town sedan	1,635
Convertible coupe	1,765

DE SOTO

DELUXE

Coupe	$1,099
Two-door sedan	1,172
Club coupe	1,190
Four-door sedan	1,201
Town sedan	1,250
7-pass. sedan	1,585

CUSTOM

Coupe	1,141
Two-door brougham	1,245
Club coupe	1,245
Four-door sedan	1,255
Town sedan	1,304
Convertible coupe	1,568
7-pass. sedan	1,638
Limousine	1,719

DODGE

DELUXE

Coupe	$ 975
Two-door sedan	1,032
Club coupe	1,070
Four-door sedan	1,077

CUSTOM

Two-door brougham	1,083
Club coupe	1,122
Four-door sedan	1,127
Town sedan	1,187
Convertible coupe	1,338
7-pass. sedan	1,510
Limousine	1,590

FORD

SPECIAL 6

Coupe	$ 826
Tudor	862
Fordor	899

DELUXE 6

Coupe	852
Tudor	889
Sedan coupe	915
Fordor	926

DELUXE V-8

Coupe	862
Tudor	899
Sedan coupe	926
Fordor	936

SUPER DELUXE 6

Coupe	899
Tudor	936
Sedan coupe	962
Fordor	973
Convertible club coupe	1,141
Station wagon	1,179

SUPER DELUXE V-8

Coupe	910
Tudor	947
Sedan coupe	973
Fordor	983
Convertible club coupe	1,152
Station wagon	1,189

HUDSON

TRAVELER

Coupe	$ 893.00
Two-door sedan	945.00
Club coupe	965.50
Four-door sedan	973.50

DELUXE 6

Coupe	981.00
Two-door sedan	1,012.00
Club coupe	1,034.50
Four-door sedan	1,045.50
Convertible coupe	1,292.50

SUPER 6

Coupe	1,102.50
Two-door sedan	1,132.50
Club coupe	1,159.50
Four-door sedan	1,162.00
Convertible coupe	1,414.00
Station wagon	1,486.00

COMMODORE 6

Coupe	1,176.50
Two-door sedan	1,216.00
Club coupe	1,239.50
Four-door sedan	1,246.50
Convertible coupe	1,481.50

COMMODORE 8

Coupe	1,220.00
Two-door sedan	1,252.00
Club coupe	1,282.00
Four-door sedan	1,291.00
Convertible coupe	1,533.50

COMMODORE CUSTOM 8

Club coupe	1,380.50
Four-door sedan	1,510.00

LINCOLN

LINCOLN-ZEPHYR

Coupe	$1,743
Club coupe	1,795
Four-door sedan	1,795
Convertible coupe	2,269

LINCOLN-ZEPHYR CUSTOM

Coupe	1,832
Four-door sedan	1,895
Club coupe	1,895

LINCOLN CONTINENTAL

Cabriolet	3,169
Coupe	3,169

LINCOLN CUSTOM

Sedan	3,111
Limousine	3,243

MERCURY

Coupe	$1,052
Sedan	1,089
Sedan coupe	1,116
Town sedan	1,126
Club convertible	1,284
Station wagon	1,332

NASH

AMBASSADOR 600

Coupe	$ 918
Two-door sedan	948
Brougham	958
Four-door sedan FB	968
Four-door sedan (trunk)	993

AMBASSADOR 6

Coupe	1,084
Two-door sedan FB	1,114
Brougham	1,124
Four-door sedan FB	1,134
Four-door sedan (trunk)	1,159

AMBASSADOR 8

Coupe	1,134
Two-door sedan FB	1,164
Brougham	1,174
Four-door sedan FB	1,184
Four-door sedan (trunk)	1,209

(Continued on Page 56)

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That is why Automotive NEWS, the newspaper of the industry, can demonstrate a renewal percentage of 78.27%, a remarkable showing matched by only a few publications, of any kind, published in America.

Helping build A STRONGER AMERICA

YOU could ask for no better demonstration of democracy than the way in which machines and men, once engaged in industrial production, have turned to the task of rearming America . . . assuring for her people the safety and security they so much desire. Auto-Lite is proud to have a hand in this task . . . has enlisted its properties and its personnel. ¶ Today, 18 great manufacturing plants, under the direction of Auto-Lite's famous Engineering Research Laboratories, are manufacturing a wide variety of products vital to our rearmament program. Spark plugs, batteries, instruments, wire and cable, complete ignition systems for all manner of equipment from tanks to mosquito fleets, from flashing pursuit ships to speeding "Blitz buggies." The Electric Auto-Lite Company is producing other defense material, too,—mess kits, map cases, boosters, projectiles and fuses, trigger arm assemblies, gun-firing solenoids. ¶ Auto-Lite's consistent policy of steadily improving product and service now works to secure a stronger America. This same policy gives positive assurance to the customers who have helped build our organization . . . they, too, can continue to depend on Auto-Lite!

LET'S GO! U.S.A. KEEP 'EM FLYING!

SPARK PLUGS • BATTERIES ★
ETCHED, EMBOSSED AND LITHOGRAPHED NAMEPLATES ★
WIRE AND CABLE • IRON CASTINGS ★
ALUMINUM AND ZINC DIE CASTINGS
STARTING, LIGHTING AND IGNITION ★

AUTO-LITE

★ AIRCRAFT AND OTHER INSTRUMENTS AND GAUGES
★ LAMP ASSEMBLIES • METAL STAMPINGS
★ HORNS AND SIGNAL DEVICES
PLASTIC PRODUCTS • LEATHER GOODS
★ STAINLESS STEEL KITCHEN UTENSILS

LAIDLAW CLOSED CAR UPHOLSTERIES

are recognized as the best values in their respective price classes

THE LAIDLAW CO., INC.

Sales and Executive Office

16 West 60th Street — *Yards of Satisfaction* SINCE 1905 — New York, N. Y.

Prices for 1942 Passenger Cars

(Continued from Page 54)

OLDSMOBILE

SERIES 66

Coupe	$ 992
Club coupe	1,035
Two-door sedan	1,040
Club sedan	1,050
Four-door sedan	1,088
Town sedan	1,088
Convertible coupe	1,277
Station wagon	1,376

SERIES 68

Coupe	1,035
Club coupe	1,077
Two-door sedan	1,083
Club sedan	1,099
Town sedan	1,130
Four-door sedan	1,130
Convertible coupe	1,319
Station wagon	1,418

SERIES 76

Club sedan	1,095
Four-door sedan	1,153
Club sedan (deluxe)	1,185
Four-door sedan (deluxe)	1,242

SERIES 78

Club sedan	1,138
Four-door sedan	1,196
Club sedan (deluxe)	1,226
Four-door sedan (deluxe)	1,286

SERIES 98

Club sedan	1,319
Four-door sedan	1,376
Convertible coupe	1,561

PACKARD

SPECIAL 6

Coupe	$1,216
Club sedan	1,251
Four-door sedan	1,286

CUSTOM 6

Club sedan	1,306
Four-door sedan	1,341
Convertible coupe	1,421

SPECIAL 8

Coupe	1,271
Club sedan	1,306
Four-door sedan	1,341

CUSTOM 8

Club sedan	1,361
Four-door sedan	1,396
Convertible coupe	1,531

SUPER 8 (160)

Club sedan	1,678
Four-door sedan	1,739
Convertible coupe	1,842
Business sedan	1,949
Four-door sedan	1,954
Business limousine	2,077
Four-door sedan (7-pass.)	2,103
Limousine	2,231

CUSTOM SUPER (180)

Club sedan	2,169
Four-door sedan	2,271
Four-door sedan	2,527
Four-door sedan	2,614
Limousine	2,742
Formal sedan	3,126
Darrin Conv. Victoria	4,708
Rollson AW Cabriolet	4,995
Rollson AW town car	5,097
LeBaron sedan	5,681
LeBaron limousine	5,937

PLYMOUTH

DELUXE

Coupe	$ 886
Two-door sedan	928
Club coupe	965
Four-door sedan	972

SPECIAL DELUXE

Coupe	910
Two-door sedan	953
Club coupe	990
Four-door sedan	995
Town sedan	1,042
Convertible coupe	1,150
Station wagon	1,222

PONTIAC

TORPEDO 6

Coupe	$ 967
Sport coupe	1,009
Two-door sedan	1,015
Sedan coupe	1,025
Four-door sedan	1,062
Metropolitan sedan	1,062
Convertible coupe	1,251

TORPEDO 8

Coupe	993
Sport coupe	1,035
Two-door sedan	1,041
Sedan coupe	1,051
Metropolitan coupe	1,088
Four-door sedan	1,088
Convertible coupe	1,277

STREAMLINER 6

Sedan coupe	1,060
Four-door sedan	1,118

STREAMLINER 8

Sedan coupe	1,086
Four-door sedan	1,144

STREAMLINER-CHIEFTAIN 6

Sedan coupe	1,112
Four-door sedan	1,170

STREAMLINER-CHIEFTAIN 8

Sedan coupe	1,138
Four-door sedan	1,196

STUDEBAKER

CHAMPION CUSTOM

Coupe	$ 810
Sport coupe	835
Club sedan	840
Cruising sedan	870

CHAMPION DELUXSTYLE

Coupe	845
Sport coupe	870
Club sedan	875
Cruising sedan	905

COMMANDER CUSTOM

Sedan coupe	1,108
Cruising sedan	1,128
Land cruiser	1,163

COMMANDER DELUXSTYLE

Sedan coupe	1,153
Cruising sedan	1,173
Land cruiser	1,208

COMMANDER SKYWAY

Sedan coupe	1,188
Cruising sedan	1,208
Land cruiser	1,243

PRESIDENT CUSTOM

Sedan coupe	1,242
Cruising sedan	1,262
Land cruiser	1,297

PRESIDENT DELUXSTYLE

Sedan coupe	1,287
Cruising sedan	1,307
Land cruiser	1,342

PRESIDENT SKYWAY

Sedan coupe	1,322
Cruising sedan	1,342
Land cruiser	1,377

WILLYS

SPEEDWAY

Coupe	$ 758
Four-door sedan	811

DELUXE

Coupe	835
Four-door sedan	862

PLAINSMAN

Coupe	887
Four-door sedan	915

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TIP TO YOU FOR '42

IN this picture of the Buick car for 1942 there is something more than the portrait of an outstanding car value for the season just ahead.

There is, if we may be pardoned for saying so, an example we feel can be followed with profit by any automobile dealer.

This car, like every 1942 model, was designed under circumstances that offered few encouragements to the designer, the engineer or the production man.

But Buick approached the job of preparing for the year ahead with firm belief in the old adage, "You can do it if you try." Instead of bemoaning the situation, we faced it—and set out to do the very best job we could under the circumstances.

If you will now examine the finished result with care, we believe you will find the effort was highly successful.

In size, in comfort, in smartness, in ability—in value any way you want to measure it—here is a car that not only beats public expectation for 1942, but measures up with the best for any season.

Therein lies the example we believe can be followed by any man in this business.

The future holds no promise of soft and easy times for anyone in any line of work.

But there never has been a time when the man of initiative, enterprise and a willingness to make a good try could not manage to take care of himself and his people.

In that spirit, it is our intention to build good cars as long as we build any; while, armed with such a product, Buick dealers intend to do a good, sound and profitable job of selling them.

We say again—you can do it if you try.

That's our tip to you for '42.

BUICK BUILDS FOR DEFENSE

Our assignment: Building Pratt & Whitney valve-in-head aircraft engines for defense use.

"BETTER BUY BUICK"

EXEMPLAR OF GENERAL MOTORS VALUE

Cars of Today . . . for Highways of Tomorrow

(Continued from page 15)

on a car, Olds will still look completely dressed up even when all other bright trimmings disappear.

Bumpers are now widened both vertically and horizontally. Some of them enclose the front ends of the front fenders.

The horizontal grille bars are also extended clear around onto the sides of the front fenders on several cars. These cars have a similar design of moulding on the rear fender.

OLDSMOBILE'S "double-duty" bumper. Two horizontal bars are connected by vertical guards, while horizontal bumpers are joined to car frame by steel bars.

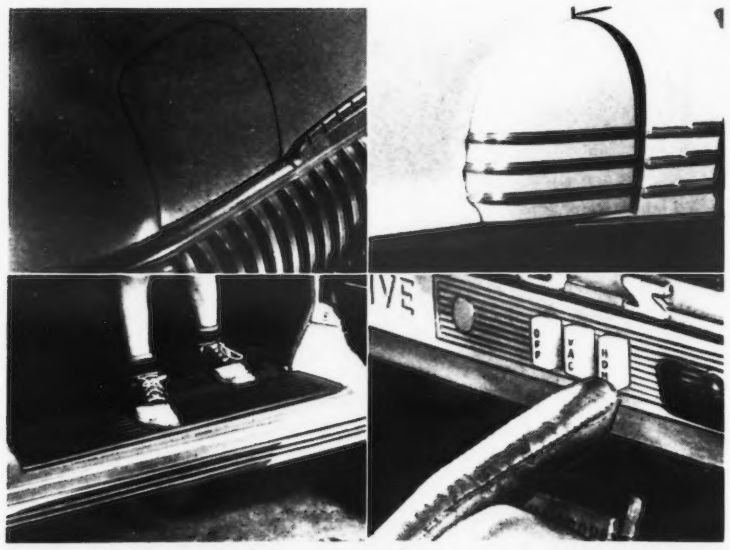
New Fender Design

General Motors cars all have some sort of front fender that ends up in the middle of the front doors. On the 1942 Buick model the front fender line runs back to the rear fender like the Harley Earle Buick at last year's New York Automobile Show. This is the most extreme one. On some of these models the part of the fender on the front door is a separate piece bolted in place. This will make it more easily serviced in case of a bump. The 1942 Chevrolet takes advantage of this triangular bulge in the bottom of the door and provides a neat boot scraper to clean off your shoes before entering the car.

Cadillac fenders this year are torpedo-shaped and the only trim moulding on the car is on these fenders, giving a speed line a little above the wheel centers. The rear wheel is completely enclosed and the front wheel opening is flat topped, as on several other cars to accentuate the streamline appearance.

Streamlined Sterns

The impress of GM's streamliners of 1941 is reflected throughout the industry. Packard Clipper styling, introduced mid-season in 1941, now dominates its entire line. Chevrolet, too, has the new Aerosedan, a two-door streamliner, as an addition to its line.



(UPPER LEFT) De Soto's new "Airfoil" headlights. (Upper right) Chevrolet's "door-action" fenders, also found on other GM cars. (Lower left) Plymouth's full width running board is enclosed; floor level with board. (Lower right) Hudson's new Drive-Master is operated from instrument panel switch.

One point should be mentioned regarding these new streamliners. They all look as though they were made from the same dies as the 1941 bodies but if you try the rear seat you will find they have two or three inches more head room. This has been obtained by raising the roof crown but without changing the position of the drip moulding over the windows. The cars are more comfortable, yet the eye can scarcely detect the change in the top line.

Flush Doors

Floors that are flush with the door sill are the style this year. To accomplish this, the floor on either side of the tunnels, both front and rear, is sloped down to the doorstep. Usually the step is rubber-covered and separated from the carpet by some kind of a metal moulding. On the other hand some cars have a short step like a running board below the floor level. This permits a level floor instead of a slanting one. Cars have such low floors this year that mufflers have been made oval instead of round so as not to reduce road clearance.

Two-Tone Interiors

Hudson, the first 1942 car to be announced, introduced two-tone leather and fabric trimming. Throughout the industry there is a greater use of two color, two kinds of trimming cloth, or cloth trimmed with leather. As a result even the lowest-priced cars have a custom trim appearance. This, combined with more colorful interiors from moulded plastic or engine-turned metallic instrument panels, makes the 1942 cars more ornate and dressed up than ever before. Two tone exteriors are also much in demand. The trend for 1942 is toward darker colors above the belt line and lighter below.

HUDSON uses embossed and illuminated leather trim in '42 interiors.

Visibility has been increased in many instances. A highspot is Studebaker's new one-piece curved windshield on its sedan-coupes.

Big Trunks

The capacity of trunks seems to be adequate in practically every new car. In the low-priced field you find every type of tire location. Chevrolet puts the space vertically at the left side, Plymouth at the right side and Ford against the rear seat back.

Trunks are illuminated in practically all cars, either by an automatically-lighted unit or by placing the tail lamps in the body and providing an opening in their reflectors to illuminate the interior of the trunk. Trunk lids are spring counterbalanced on most cars, although some still use struts.

More Power for '42

Increasing the bore 1-16 inch on the Lincoln-Zephyr V-12 hopped the horsepower up to 130 and increasing the bore on Plymouth 1/8 inch gave this car eight more horsepower, the largest in the low-priced field. Dodge, De Soto and Packard also upped their horsepower this year.

This was very important with Dodge because it gives this car improved acceleration and performance when using Fluid Drive. Mercury is now 100 horsepower and Ford V-8, 90 horsepower, an increase of five in each case.

(Continued on page 60)

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A NEW CAR with a pedigree long as your arm!

THE NEW 1942

HUDSON SUPER-SIX

25TH ANNIVERSARY MODEL HUDSON SUPER-SIX

AMERICA'S SAFEST CAR

BUILT TO SERVE BETTER . . . LAST LONGER . . . COST LESS TO RUN

Twenty-five years ago a great new car was introduced — a car unmatched in performance, endurance and economy — the original Hudson Super-Six! Now, after a quarter century of development and advancement, another new Hudson is getting a warm welcome from buyers who again seek a car they can depend on through thick and thin — the new 1942 Hudson Super-Six, on display today!

The new 1942 Hudson Super-Six is one of three good reasons (the others being the new Hudson Six — priced among 1942's lowest — and new Hudson Commodore) why these days are made to order for Hudson dealers.

These are days when buyers are more likely than usual to look under the hood; to compare *values* rather than *"deals."* No cars are better able to satisfy this kind of buyer than the new 1942 Hudsons, and no kind of buyer so quickly forms an established owner clientele that you can depend on year after year.

While the *number* of 1942 Hudsons will necessarily be limited by the requirements of defense production (in which Hudson is extensively engaged), they will strictly maintain the high standards established during 32 years of engineering leadership.

And, in times like these, the wisdom and fairness of Hudson's long-standing policy of recognizing every dealer as an independent business man — of leaving him free to operate his own territory in his own way — are being impressively demonstrated. Constructive help of every possible kind—business management, service, used car promotion and new car merchandising—is available to every Hudson dealer; but, in the final analysis, what he does and how he does it are matters for his own decision.

Another Hudson "First"

NEW

DRIVE-MASTER*

Easiest of All Ways to Drive

No Gear-Shifting . . . No Clutch-Pushing

**Available at low extra cost in all 1942 Hudsons (and worth many times what it costs)*

HUDSON MOTOR CAR COMPANY, DETROIT, MICHIGAN

Cars of Today . . . for Highways of Tomorrow

(Continued from page 58)

Two-Engine Cars

For the first time, a choice of two engines is offered in the low-priced field. Ford now provides two engines—each of 90 horsepower—one a six-cylinder, the other the V-8. These engines go in the same chassis but are not interchangeable in the field. This is the same practice which Olds and Pontiac started two years ago. The major difference between their practice and the Ford is that they offer a difference in power as well as cylinders. Olds has a 100 horsepower Six and a 110 horsepower Eight. Pontiac provides 90 horsepower in the Six and 103 in the Eight.

On the same wheelbase chassis, Packard now has either a Six or an Eight—the first giving 105 horsepower, the second 125—both five horsepower more than last year. Nash offers a Six of 105 horsepower or an Eight of 115 on its 121-inch chassis.

STUDEBAKER'S new one-piece curved windshield in sedan-coupes.

Powerful Low-Speed Engines

Power at low speeds usually indicates a big engine running easily and particularly adapted to long trouble-free service. The lowest speed indicated is in three engines in the 90 horsepower range:

Pontiac developing its maximum horsepower at 3,200 r.p.m., Chevrolet and Ford at 3,300. The latter is a new engine this year.

High Compressions for Economy

The lowest compression engine today has 6 to 1 ratio, the highest 7.25, both on GM cars. Of all the car models announced, one-third have 6.5 to 1 compression, 15 percent each of 6.7 and 6.8 to 1 compression ratio, 5 percent have 7.00 and 11.6 percent have 7.25 ratio. This indicates that engineers have been attempting to get the maximum efficiency from the 1942 engines.

Buick, Chevrolet and the Nash Ambassador models have the only valve-in-head engines. All the rest are "L" head. Cast-iron heads are now standard on all cars due to the need of defense requirements for aluminum. Ignition control and combustion chamber design have been refined to such an extent that the cast-iron heads have not affected engine performance. Practically all makers have changed to some kind of iron or steel piston, if they have used aluminum in the past. In some cases aluminum is still being used—but like white sidewall tires it depends on how long the present supply lasts.

The 10-millimeter spark plug, introduced on several cars last year, is now found on Packard, Chevrolet and Cadillac. All the rest use the 14-millimeter size.

Wider Treads and Cars

Wider treads are now found on Ford cars, the rear measuring 60 inches. This trend started several years ago because it assured wide comfortable three-passenger rear seats. The tread and tire size limit the regular sedan rear seat width.

Cars are now wider than they are high. Packard capitalized this feature when it introduced the Clipper last year. Now Cadillac calls attention to one of its sedans being 80 inches wide and 63 inches high. Even a standard four-door Ford sedan is over 73 inches wide and only 67 inches high. The new Chevrolet Aerosedan is 2½ inches lower than the standard cars and probably falls well inside this wider than high classification.

These wide cars now have rear seats measuring from 48 to 53 inches wide and front seats that measure from 54 to 61 inches in width. These wide three-passenger front seats have done something to body designs and appointments. The front seats are getting so wide that it is inconvenient for the driver to slide across to the right side to get out of the car. Instead it is easier to exit on the left.

Until recently only a few custom-made cars had a key lock in the left, or driver's door. Now even the cars in the low-priced field have this convenience. For similar reasons it is difficult for the driver to reach the light switch on the right hand door post. One car this year puts the light switch on the post next to the driver so he can easily reach it when in the car. If he enters the car at night from the right door—a switch in the door jamb turns the light on as the door is opened so it is not necessary to reach across the front seat.

New Drives

Making driving easy for "shift-shy" drivers is now possible on 11 cars in the field for 1942. These are Fluid Drives, automatic hydraulic transmissions, overdrives, vacuum-operated clutches and all for one purpose, to make a car just as easy to drive as it is to start. These devices, I believe, will prove to be the biggest improvement for driving pleasure that the industry has had since Charlie Kettering introduced the electric self-starter in 1911.

For further details on the 1942 drives, see "To Shift or Not?" elsewhere in this Album.

Better Springing

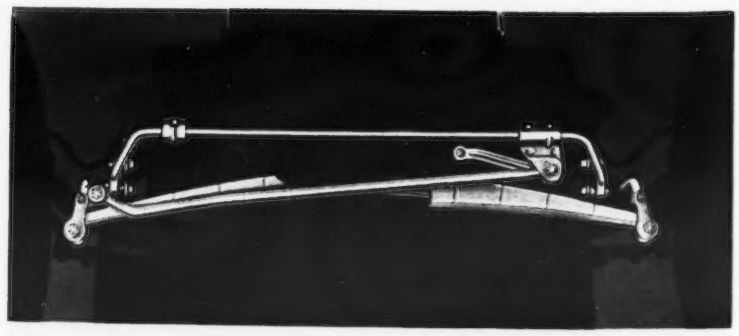
Every year sees improvements in riding qualities. Knee-action, with coil spring mounting, is found on all cars except five. One has independent suspension with a transverse front spring. The others have a front axle and three of these use a transverse front spring, too. Transverse rear springs are used on all Ford products. Those on the Ford and Mercury are of the new variable rate type and 2½ inches longer this year. Oldsmobile, Nash and Buick use coil rear springs, too.

Practically every car provides a torsion-bar type of anti-sway stabilizer in front. Ford and Mercury also have a transverse bar to keep the frame and axle in perfect alignment. Buick, Cadillac, Olds and Packard also use a transverse-bar stabilizer, but it is placed at the rear. Packard also incorporates a direct-acting hydraulic shock absorber in this bar on one model. It is claimed that this greatly improves the riding and steering qualities of the car.

Redistribution of Braking

Braking is being divided 40 percent on the rear and 60 percent on the front wheels on at least three makes of cars. Why? Because it has been found safer. In sudden stops, momentum shifts the effective weight to the front wheels and unloads the rear. Should the brakes be applied too severely they might lock the rear wheels and cause a rear wheel skid.

Transferring the braking effort to the front has been done by increasing the front brake cylinder diameter or by using larger drums on the front or by providing wider and longer brake shoes in front in each case mentioned.



FORD'S dual stabilizers are new for 1942. Track bar has been added to keep steering stable; torsion bar controls roll and sidesway.

Better Cars for 1942

Altogether it seems that engineers have added some new touches of style for 1942 and a lot of ideas to make the cars easier to handle, easier to service and better able to run through the duration of the war with maximum performance and durability.

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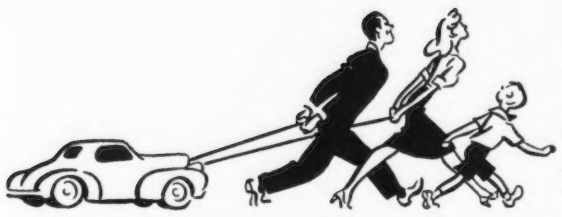
4 for a nickel

Will you spend five cents to phone a prospect — someone you hope "might" like to drop in to see your new models, who "might" want a new car this year?

You will — of course: and if you should hit the jackpot in the form of a real buyer, you'd count your nickel well spent.

Bargain Booth — 4 calls for a nickel



With the right hookup, however, your nickels will reach buyers every time. Not one, but *4 sure buyers of 1942* cars may be invited to your showroom at the cost of a single phone call★—through the direct wire of FORTUNE advertising. All the members of their families will hear your message, too. (And you know how important that is in selling cars.)

Party Line Every nickel spent in FORTUNE's advertising pages reaches a multitude of listeners-in. For, in addition to FORTUNE's 160,000 paid subscribers, advertising in FORTUNE comes to the attention of more than 1,000,000 extra readers—every one a highly worth-while prospect.

Will you spend five cents to call on 4 new car buyers—while more than ten times that number listen in?

★4 for 5. Last spring, FORTUNE subscribers were asked this question, "Do you plan to buy a 1942 car?" "Yes," said 112,000. FORTUNE's black-and-white page rate ($1400) divided by the number of known '42 car buyers = 4 for 5¢.

Fortune means Business

TIME & LIFE BUILDING · ROCKEFELLER CENTER · NEW YORK CITY

1942 GENERAL CHASSIS

Prepared by Chester S. ker for

Name and Model	BUICK						CADILLAC					CHEVROLET			CHRYSLER					DE SOTO		DODGE		FORD					
	8-40A Special	8-40B Extra Special	8-50 Super	8-60 Century	8-70 Roadmaster	8-90 Limited	V8—61-63	V8-62	V8-60 Special	V8-67	V8-75	Stylemaster	Fleetmaster	Fleetline	Royal 6	Windsor 6	New Yorker 8	Saratoga 8	Crown Imp. 8	De Luxe 6	Custom 6	De Luxe 6	Custom 6	Special 6	De Luxe 6	Super De L. 6	De Luxe V-8	Super De L. V-8	Six
Wheelbase	118	121	124	126	129	139	126	129	133	139	136	116	116	116	121½	121½	127½	127½	145½	121½	121½	119½	119½	114	114	114	114	114	116
@ 100 Revs. B. H. P.	[34] *110	[34] *110	[36] 118	[38] 165	[38] 165	[38] 165	[34] 150	[34] 150	[34] 150	[34] 150	[34] 150	[33] 90	[33] 90	[33] 90	[38] 120	[38] 120	[36] 140	[36] 140	[36] 140	[38] 115	[38] 115	[36] 105	[36] 105	[33] 90	[33] 90	[33] 90	[38] 90	[38] 90	[40] 92
Tax. H. P.	30.6	30.6	30.6	37.8	37.8	37.8	39.2	39.2	39.2	39.2	39.2	29.4	29.4	29.4	28.3	28.3	33.8	33.8	33.8	28.3	28.3	25.3	25.3	26.1	26.1	26.1	30.0	30.0	21.6
No. Cyls. and Type	8	8	8	8	8	8	V-8	V-8	V-8	V-8	V-8	6	6	6	6	6	8	8	8	6	6	6	6	6	6	6	V-8	V-8	6
Bore, Inches	3.09	3.09	3.09	3.43	3.43	3.43	3.50	3.50	3.50	3.50	3.50	3.50	3.50	3.50	3.43	3.43	3.25	3.25	3.25	3.43	3.43	3.25	3.25	3.3	3.3	3.3	3.06	3.06	3.00
Stroke, Inches	4.12	4.12	4.12	4.31	4.31	4.31	4.50	4.50	4.50	4.50	4.50	3.75	3.75	3.75	4.50	4.50	4.87	4.87	4.87	4.25	4.25	4.62	4.62	4.4	4.4	4.4	3.75	3.75	4.12
Piston Displ.	248	248	248	320	320	320	346	346	346	346	346	216	216	216	250	250	323	323	323	236	236	230	230	226	226	226	221	221	175
Comp. Ratio	*6.0	*6.0	6.3	6.7	6.7	6.7	7.2	7.2	7.2	7.2	7.2	6.5	6.5	6.5	6.6	6.6	6.8	6.8	6.8	6.6	6.6	6.7	6.7	6.7	6.7	6.7	6.2	6.2	7.2
Valve Arrang.	H	H	H	H	H	H	L	L	L	L	L	H	H	H	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
Cyl. Hd. Material	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.
Piston Material	C. I.	C. I.	C. I.	Al	Al	Al	Al	Al	Al	Al	Al	C. I.	C. I.	C. I.	C. I.	C. I.	Al	Al	Al	C. I.	C. I.	Al	Al	S	S	S	S	S	Al
Carburetor	* DDD	* DDD	Two DDD	Two DDD	Two DDD	Two DDD	DDD	DDD	DDD	DDD	DDD	SDD	SDD	SDD	SDD	SDD	DDD	DDD	DDD	SDD	SDD	SDD	SDD	SDD	SDD	SDD	DDD	DDD	SDD
Clutch	SDP	SDP	SDP	SDP	SDP	SDP	SC	SC	SC	SC	SC	SDP	SDP	SDP	SDP	SDP	SDP	SDP	SDP	SDP	SDP	SDP	SDP	SC	SC	SC	SC	SC	SWP
Fluid Drive or Auto. Clutch	No	No	No	No	No	No	FDx	FDx	FDx	FDx	FDx	No	No	No	FDx	FDx	FD	FD	FD	FDx	FDx	FDx	FDx	No	No	No	No	No	ACx
Gear Sh. or Auto. Trans.	Sm	Sm	Sm	Sm	Sm	Sm	Mx	Mx	Mx	Mx	Mx	V	V	V	Ax	Ax	Ax	Ax	A	Ax	Ax	Sm	Sm	Sm	Sm	Sm	Sm	Sm	Ax
Overdrive or 4 Speed Underdrive	No	No	No	No	No	No	UDx	UDx	UDx	UDx	UDx	No	No	No	UDx	UDx	UDx	UDx	UD	UDx	UDx	No	No	No	No	No	No	No	ODx
Front Axle or Knee Action	KA	KA	KA	KA	KA	KA	KA	KA	KA	KA	KA	KA	KA	KA	KA	KA	KA	KA	KA	KA	KA	KA	KA	FA	FA	FA	FA	FA	KA
Front Spring Type	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	T	T	T	T	T	C
Rear Spring Type	C	C	C	C	C	C	½ E	½ E	½ E	½ E	½ E	½ E	½ E	½ E	½ E	½ E	½ E	½ E	½ E	½ E	½ E	½ E	½ E	T	T	T	T	T	½ E
Anti-Sway Bars	Ft-Rr	Ft-Rr	Ft-Rr	Ft-Rr	Ft-Rr	Ft-Rr	Ft-Rr	Ft-Rr	Ft-Rr	Ft-Rr	Ft-Rr	Ft	Ft	Ft	Ft-Rr	Ft-Rr	Ft-Rr	Ft-Rr	Ft-Rr	Ft-Rr	Ft-Rr	Ft	Ft-Rr	Ft-Fr	Ft-Fr	Ft-Fr	Ft-Fr	Ft-Fr	Ft-Rr
Spark Plug Size, mm.	14	14	14	14	14	14	10	10	10	10	10	10	10	10	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14
Wheel Diameter	15	16	16	15	15	16	15	15	15	16	16	16	16	16	16	16	15	15	15	16	16	16	16	16	16	16	16	16	16
Tire Size—Section	6.50	6.50	6.50	7.00	7.00	7.50	7.00	7.00	7.00	7.50	7.50	6.00	6.00	6.00	6.25	6.25	7.00	7.00	7.50	6.25	6.25	6.00	6.00	6.00	6.00	6.00	6.00	6.00	5.50
Rim Width	6.00	6.00	6.00	6.50	6.50	6.50	5.50	5.50	5.50	5.00	5.00	4.00	4.00	4.00	4.25s	4.25s	5.00s	5.00s	5.50s	4.25s	4.25s	4.00s	4.00s	4.00	4.00	4.00	4.00	4.00	3.50

HUDSON

	Super 6	Commodore 6
Wheelbase	121	121
@ 100 Revs. B. H. P.	[40] 102	102
Tax. H. P.	21.6	21.
No. Cyls. and Type	6	6
Bore, Inches	3.00	3.0
Stroke, Inches	5.00	5.0
Piston Displ.	212	21
Comp. Ratio	6.5	6
Valve Arrang.	L	
Cyl. Hd. Material	C. I.	C
Piston Material	Al	
Carburetor	DDD	D
Clutch	SWP	S
Fluid Drive or Auto. Clutch	ACx	ACx
Gear Sh. or Auto. Trans.	Ax	Ax
Overdrive or 4 Speed Underdrive	ODx	ODx
Front Axle or Knee Action	KA	KA
Front Spring Type	C	C
Rear Spring Type	½ E	½ E
Anti-Sway Bars	Ft-Rr	Ft-R
Spark Plug Size, mm.	14	14
Wheel Diameter	16	16
Tire Size—Section	6.00	6.0
Rim Width	4.50	4.5

Valve Arrangement C. I. = Cast Iron Al = Aluminum Alloy
L = Ell Head, H = In-head S = Steel ½ E = Semi-Elliptic Spring
SDD = Single Down Draft DDD = Double Down Draft
FA = Front Axle KA = Knee Action
C = Coil Spring T = Transverse Spring

Clutches SDP = Single Dry Plate x = Extra Equipment
SC = Semi-Centrifugal s = Safeguard Rims
SWP = Single Wet Plate
FD = Fluid Drive
AC = Vacuum Operated Clutch

Recently referred to in Washington as *the Bible of the automotive industry* it has attained this position by demonstrating by 16 years Service its absolute Independence, Authenticity and Aggressiveness!

That is why Automotive NEWS, the newspaper of the industry, can demonstrate a renewal percentage of 78.27%, a remarkable showing matched by only a few publications, of any kind, published in America.

HASSIS SPECIFICATIONS

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	HUDSON				LINCOLN			Mer.	NASH			OLDSMOBILE					PACKARD				Plymouth		PONTIAC				STUDEBAKER			AM.	
Name and Model	Super 6	Commodore 6	Commodore 8	Custom Com. 8	Zephyr V-12	Continental	Custom V-12	Mercury	Amb. "600" 6	Ambassador 6	Ambassador 8	Series 66	Series 76	Series 68	Series 98	Series 98	Special Six	Special Eight	Super 8-160	Custom Super 8-180	De Luxe 6	Special De L. 6	Torpedo 6	Streamliner 6	Torpedo 8	Streamliner 8	Champion 6	Commander 6	President 8	Willys-Americar 4
Wheelbase	121	121	121	128	125	125	138	118	112	121	121	119	125	119	125	127	120	120	127 138 148	127 138 143	117	117	119	122	119	122	110	119	124	104
@ 100 Revs. B. H. P.	40 102	40 102	42 128	42 128	38 130	38 130	38 130	38 100	36 75	34 105	34 115	34 100	34 100	36 110	36 110	36 110	36 105	36 125	36 165	36 165	34 95	34 95	32 90	32 90	35 103	35 103	40 80	36 94	40 117	38 63
Tax. H. P.	21.6	21.6	28.8	28.8	41.4	41.4	41.4	32.5	23.4	27.3	31.2	29.4	29.4	33.8	33.8	33.8	29.4	33.8	39.2	39.2	25.3	25.3	30.4	30.4	33.8	33.8	21.6	26.3	30.0	15.6
No. Cyls. and Type	6	6	8	8	V-12	V-12	V-12	V-8	6	6	8	6	6	8	8	8	6	8	8	8	6	6	6	6	8	8	6	6	8	4
Bore, Inches	3.00	3.00	3.00	3.00	2.93	2.93	2.93	3.18	3.12	3.37	3.12	3.50	3.50	3.25	3.25	3.25	3.50	3.25	3.50	3.50	3.25	3.25	3.56	3.56	3.25	3.25	3.00	3.31	3.06	3.12
Stroke, Inches	4.12	5.00	4.50	4.50	3.75	3.75	3.75	3.75	3.75	4.37	4.25	4.12	4.12	3.87	3.87	3.87	4.25	4.25	4.62	4.62	4.37	4.37	4.00	4.00	3.75	3.75	4.00	4.37	4.25	4.37
Piston Displ.	175	212	212	254	305	305	305	239	172	235	261	238	238	257	257	257	245	282	356	356	218	218	239	239	249	249	169	226	250	134.2
Comp. Ratio	7.2	6.5	6.5	6.5	7.0	7.0	7.0	6.4	6.8	6.5	6.6	6.5	6.5	6.5	6.5	6.5	6.7	6.8	6.8	6.8	6.8	6.8	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5
Valve Arrang.	L	L	L	L	L	L	L	L	L	H	H	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
Cyl. Hd. Material	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.
Piston Material	Al	Al	Al	Al	S	S	S	S	Al	Al	Al	S	S	S	S	S	C. I.	C. I.	Al	Al	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.	C. I.
Carburetor	DDD	DDD	DDD	DDD	DDD	DDD	DDD	DDD	SDD	SDD	DDD	SDD	SDD	DDD	DDD	DDD	SDD	DDD	DDD	DDD	SDD	SDD	SDD	SDD	DDD	DDD	SDD	SDD	DDD	SDD
Clutch	SWP	SWP	SWP	SWP	SC	SC	SC	SC	SDP	SDP	SDP	SDP	SDP	SDP	SDP	SDP	SC	SC	SC	SC	SDP	SDP	SDP	SDP	SDP	SDP	SDP	SDP	SDP	SDP
Fluid Drive or Auto. Clutch	ACx	ACx	ACx	ACx	FDx	FDx	FDx	FDx	No	No	No	FDx	FDx	FDx	FDx	FDx	ACx	ACx	ACx	ACx	No	No	No	No	No	No	No	FDx ACx	FDx ACx	No
Gear Sh. or Auto. Trans.	Ax	Ax	Ax	Ax	Ax	Ax	Ax	Ax	No	No	No	Mx	Mx	Mx	Mx	Mx	Sm	Sm	Sm	Sm	Vx	Vx	Sm	Sm	Sm	Sm	Sm	Ax	Ax	Sm
Overdrive or 4 Speed Underdrive	ODx	ODx	ODx	ODx	ODx	ODx	ODx	No	ODx	ODx	ODx	UDx	UDx	UDx	UDx	UDx	ODx	ODx	ODx	ODx	No	No	No	No	No	No	ODx	ODx	ODx	ODx
Front Axle or Knee Action	KA	KA	KA	KA	FA	FA	FA	FA	KA	KA	KA	KA	KA	KA	KA	KA	KA	KA	KA	KA	KA	KA	KA	KA	KA	KA	KA	KA	KA	FA
Front Spring Type	C	C	C	C	T	T	T	T	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	T	T	T	½ E
Rear Spring Type	½ E	½ E	½ E	½ E	T	T	T	T	C	½ E	½ E	C	C	C	C	C	½ E	½ E	½ E	½ E	½ E	½ E	½ E	½ E	½ E	½ E	½ E	½ E	½ E	½ E
Anti-Sway Bars	Ft-Rr	Ft-Rr	Ft-Rr	Ft-Rr	Ft-Fr	Ft-Fr	Ft-Fr	Ft-Fr	Rr	Ft	Ft	Ft-Rr	Ft-Rr	Ft-Rr	Ft-Rr	Ft-Rr	Ft	Ft	Ft-Rr	Ft-Rr	Ft	Ft	Ft	Ft	Ft	Ft	No	No	No	No
Spark Plug Size, mm.	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	10	10	10	10	14	14	14	14	14	14	14	14	14	14
Wheel Diameter	16	16	16	16	15	15	15	15	16	16	16	16 15	15	15	16 15	15	15	15	15	15	16	16	16	16	16	16	16	16	15	16
Tire Size—Section	6.00	6.00	6.25	6.25	6.50	7.00	7.00	7.00	6.50	5.50	6.25	6.50	6.00 6.50	6.50 7.00	6.50	6.50 7.00	7.00	6.50	6.50	7.00	7.00	6.00	6.00	6.00	6.50	6.00	6.50	5.50	6.25	7.00	5.50
Rim Width	4.50	4.50	4.50	4.50	5.00	5.00	5.00	5.00	5.00	4.00	4.50	5.00	4.50 5.50	5.50	5.50	5.00 5.50	5.50	5.00	5.00	5.50	5.50	4.00s	4.00s	4.50	4.50	4.50	4.50	4.00	4.50	6.00	3.50

Gear Shift
Sm = Standard Manual
V = Vacuum Assisted Manual
M = Hydramatic Automatic Shift
A = Vacuum or Torque Reversal Shift

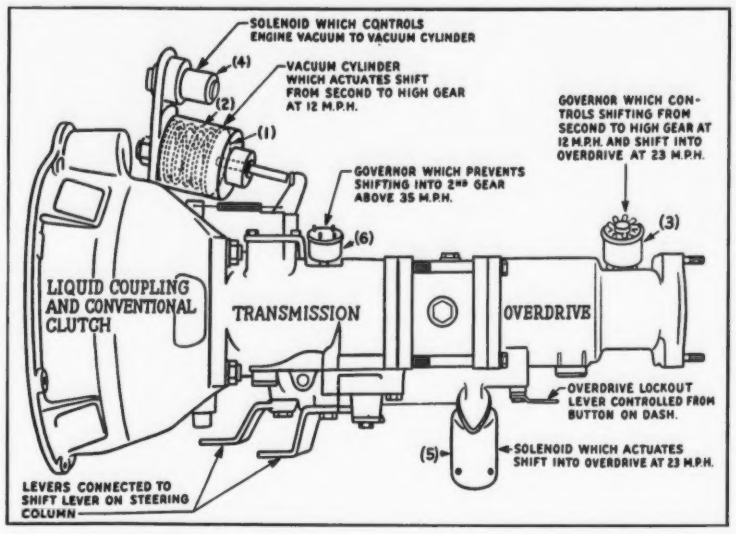
OD = Overdrive
UD = Underdrive
*118 h.p. @ 3600 RPM, 6.3 to 1 compression ratio and two DDD carburetors, when compound carburetion is used. Optional at extra cost.

Stabilizers
Ft = Front Torsion Bar
Fr = Front Transverse Bar
Rt = Rear Torsion Bar
Rr = Rear Transverse Bar

To Shift or Not?

(Continued from page 17)

has dispensed with the conventional clutch pedal. Here again the driver has complete control of the car speed under his right foot. It is accomplished in an entirely different manner from the Oldsmobile and Cadillac, as will be explained hereafter.



TOP VIEW of Lincoln Liquamatic Drive and controls.

Clutch Pedals Seldom Used

Although clutch pedals are provided on all other cars, which have fluid flywheels, automatic transmissions, overdrives or any combination of all three units, they are probably used less than five percent of the time they ordinarily would be with a conventional gearshift. Other means are provided to permit gearshifting and where the clutch is actually power-disengaged the pedal does not move. It is there for emergency purposes. Otherwise, it could be eliminated just like Cadillac, Olds and Studebaker. The Packard and Hudson come in this division of emergency clutch pedals.

Clutch Pedals For Starting Only

With three exceptions (cars without clutch pedals) all other cars having Fluid drive, or fluid flywheels, also provide a clutch pedal and friction clutch. The friction clutch is placed between the fluid drive and the gear box. It is used only when the gearshift lever is put in Driving Range or when the car is being maneuvered into a parking place or in a garage. There is a natural drag to the fluid flywheels even when the engine is idling and the transmission gears connected to the fluid flywheel turn with it. While the gears could be shifted into mesh without declutching, it would cause an objectionable noise even if it did them no harm.

For that reason the pedal-operated clutch is provided so that proper Driving Range may be PRE-SELECTED noiselessly and without shock to the gears. Once the proper gears have been selected there is no further need to use the clutch pedal until the gears are returned to neutral before the driver leaves the car. Most cars so equipped make it necessary to put the gears in neutral before the engine can be started up. This is just a safety measure. It is also found on all the cars that do not have a clutch pedal.

Gearshift Levers

Only the cars equipped with Hydra-Matic drives have an unconventional gearshift lever beneath the steering wheel. There are four positions for the Hydra-Matic gearshift lever—Driving Range (starting on low and shifting through all four gears to high); Low Range (first and second only), Reverse and Neutral.

A pointer and illuminated dials on the gearshift lever mounting show in which position the gearshift is—(Cadillac and Oldsmobile).

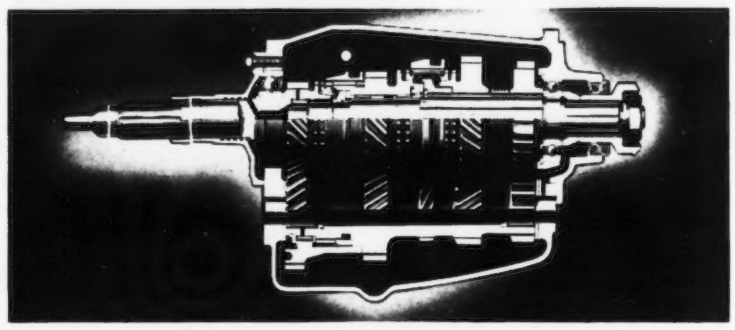
All the other cars use the conventional H-type understeering wheel shift. The shift, if operated by someone who did not know it was automatic, would cause no trouble. Reverse is in the usual up-and-forward position of the lever. On Dodge, Hudson, Lincoln, Mercury, Packard and Studebaker low speed will be found in the customary up-and-backward position of the lever.

All of these transmissions have the down-and-back conventional high speed position of the gearshift lever as the Driving Range position. On the Chrysler, DeSoto and Dodge this is the position in which 95 percent of the driving is done. It is the position in which the lever is placed—Pre-Selected before one attempts to start to drive the car. In this position, Chrysler and De Soto, with their Vacamatic and Simplimatic transmissions, respectively, start in third speed and automatically shift into fourth or direct drive as soon as the car has reached its cruising speed. Dodge, equipped with Fluid drive, starts and runs in high.

Hudson, Lincoln and Mercury automatically start in second speed. This gear ratio is lower than the conventional intermediate gear, so as to improve the starting characteristics of these cars. The start is always made from second speed even though the gearshift lever is in the high speed position.

Lincoln also has a further automatic shift from direct drive or high into overdrive high, although the gearshift lever is still in high speed position. This gives Lincoln three speeds automatically as compared with two automatic speeds on the other cars with fluid drive and three-speed gear boxes. It leaves low speed as a hand selected emergency gear. The Hydra-Matic gear boxes have all four speeds automatic and start in low.

Hudson normally has two automatic speeds with its transmission when the "Drive Master" is used, but it also offers as an extra-extra equipment feature—the Warner Overdrive. With this added, the Hudson gets three forward speeds like Lincoln.



CHRYSLER and DE SOTO type of automatic transmission.

Automatic Gearshifts Without Fluid Drive

Two cars, Packard and Hudson, provide two forward speeds automatically, but do not have a liquid flywheel. Instead, they use a special vacuum-powered clutch release that is controlled by the accelerator pedal. When the pedal is released the clutch is automatically disengaged. Packard calls its system the "Electro-Matic Drive," Hudson the "Drive Master" clutch. Both these drives control the clutch with the accelerator pedal in all speeds as well as the automatic. The automatic top speed is obtained by applying a Warner Overdrive to the standard three-speed gear box on Packard. The start is made in high and the shift is to overdrive in normal cruising speed. Hudson starts in second speed and has an automatic vacuum shift from second into high for cruising. The gearshift lever remains in high speed position on both drives. Packard has a variation called Traffic Range. The gearshift is put in second speed position, starts on second and automatically shifts into overdrive second.

No Free Wheeling

These cars with vacuum-operated clutches — Hudson, Packard and Studebaker—have a car-speed governor which controls the speed at which the clutch is disengaged. In high gear the accelerator can be released at car speeds above 17 to 19 miles per hour and the clutch will not be released. Thus free-wheeling is prevented except at low speed or when stopping. On the other speeds, however, it

(Continued on page 66)

Recently referred to in Washington as *the Bible of the automotive industry* it has attained this position by demonstrating by 16 years Service its absolute Independence, Authenticity and Aggressiveness!

That is why Automotive NEWS, the newspaper of the industry, can demonstrate a renewal percentage of 78.27%, a remarkable showing matched by only a few publications, of any kind, published in America.

SLEEK, LOW, WITH 95 HORSEPOWER AND NEW ECONOMY...

PLYMOUTH'S FINEST

CHRYSLER CORPORATION'S NO. 1 CAR

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And it's a great car to demonstrate! Power is increased 10% to 95 H. P., yet owners get new economy as well! Plymouth's big engine purrs along with fewer revolutions per mile, saving gas and adding to engine life!

Advanced engineering makes Plymouth the year's *wise buy*. Vital engine parts are Superfinished against wear. Buyers get the long-life savings of an Oil Bath Air Cleaner, Oil Filter, full-pressure lubrication!

"Buy Wisely—Buy Plymouth"... that's the advice Plymouth dealers offer this year. For Plymouth's Finest gives buyers increased value...saves them money...protects their investment! All prices and specifications subject to change without notice. Plymouth Division of Chrysler Corporation.

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Buy Wisely—

BUY PLYMOUTH

To Shift or Not?

(Continued from page 64)

must always work so gears can be shifted, either manually or automatically.

Easy Clutch Engagement

All the vacuum-operated clutches are controlled by a piston or diaphragm on both sides of which there is a vacuum. By regulating the amount, the clutch disengagement can be made almost instantaneously, but the engagement very slow and smooth. The rate of engagement is also controlled by how hard the driver steps on the accelerator. Therefore, it is claimed that the clutches engage more smoothly than the average driver can do it with his left foot.

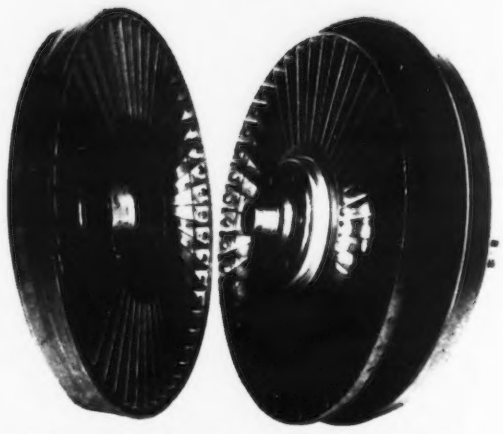
The advocates of the automatic power-operated clutch also claim more rapid acceleration than the average car with a liquid flywheel. Further, they claim that even in cold weather the car will not creep.

Planetary Transmissions

The Hydra-Matic transmissions are the only ones with two planetary transmissions in series. The advantage claimed for these is the smooth shifting from one speed to another. Before one speed fully releases, the next one starts taking up the drive.

For Shift-Shy Drivers

Automatic gearshifts and Fluid drives have one great advantage—they emancipate the "shift-shy" drivers. To the thousands of men and women who would like to drive a car, yet cannot properly coordinate the action of eye, hand and foot, these new automatic drives are a boon. They are undoubtedly going to be almost as much of a market opener as the electric self-starter. The latter opened up the use of automobiles to millions of women who could never have driven cars had they been required to crank them by hand. Perhaps this swing to the automatic drives will put millions more of these "non-drivers" who have been "shift shy" behind the wheel of an automobile. The only problem is — will there be enough cars — especially those with automatic drives. To me, it looks as if this drive development is going to be the biggest new feature that will be found on all cars — just like the self-starter — when the war is over and production restrictions are lifted.



FLUID DRIVE unit in Chrysler, De Soto and Dodge; (left) driven member; (right) driving member.

Not So Complicated

A great many persons, particularly those who are mechanically minded, are disturbed by what they consider as the complication added by these new controls. They involve electric controls, electric relays, electromatic valves, overrunning clutches, speed governors, vacuum controls and what-nots. Essentially they are no more complicated than the early self-starters and ignition devices. They are unquestionably reliable today, and I am sure the service men of the industry are equal to the load which will be imposed on them while they are learning how to take care of these new drives.

Going from the "number please" operator to the "dial" phone involved far greater complications, but how much more satisfactory it is and absolutely reliable, too. The automobile industry can do the same kind of a job, I am sure.

★ In trucks, too

★ There's something NEW for '42!

★ It's TIMKEN "EASY-SHIFT"

Yours for Easy Shifting

"Easy-Shift" is a new, thoroughly tested and road-proved development in Timken 2-Speed Double Reduction Drive Axles. Timken "Easy-Shift" not only makes shifting unbelievably easy for manual control but makes it possible, for the first time, for truck manufacturers to offer remote control power shifting — vacuum, compressed air or mechanical!

"Easy-Shift" results in the elimination of speed loss in shifting on upgrades, does away with shock load from sudden clutch engagement, and materially adds to all-around truck driving ease. Simple in principle — it permits instantaneous engagement of the shift collar with the desired pinion at synchronized speeds.

Watch for truck manufacturers' announcements of power shifting in connection with Timken "Easy-Shift" on new 2-Speed models for '42! Ask your truck dealer, then specify Timken 2-Speed Double Reduction Axles with "Easy-Shift" when you buy! They're yours for Easy Shifting!

TIMKEN

EASY-SHIFT

DOUBLE REDUCTION DRIVE

2-SPEED

TIMKEN AXLES

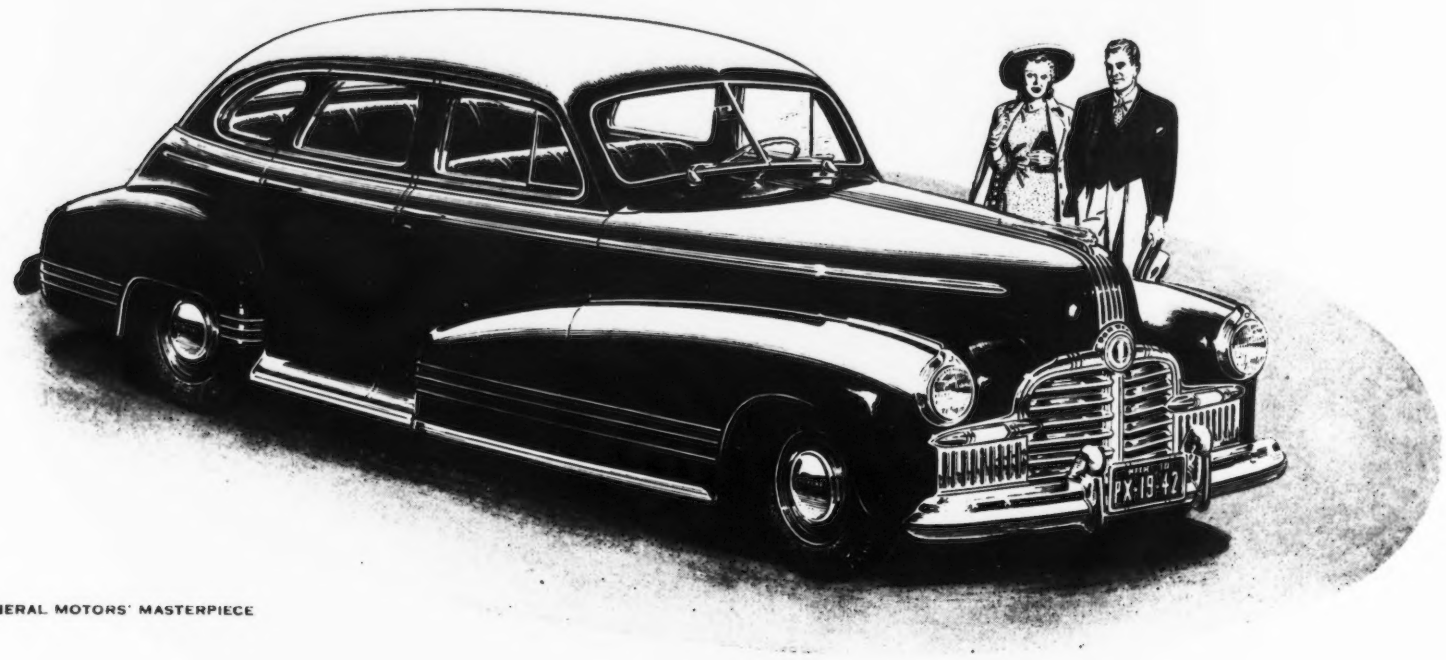
THE TIMKEN-DETROIT AXLE CO., DETROIT, MICHIGAN

WISCONSIN AXLE DIVISION, OSHKOSH, WISCONSIN

Recently referred to in Washington as *the Bible of the automotive industry* it has attained this position by demonstrating by 16 years Service its absolute Independence, Authenticity and Aggressiveness!

That is why Automotive NEWS, the newspaper of the industry, can demonstrate a renewal percentage of 78.27%, a remarkable showing matched by only a few publications, of any kind, published in America.

Here's the most important trade announcement *Pontiac* has ever made!



GENERAL MOTORS' MASTERPIECE

In a year when quality and long life are going to mean more to buyers than ever before, Pontiac has stepped out with a 1942 car that not only offers 15 improvements over last year, but *still* gives buyers *every one* of the quality features for which Pontiac has long been famous!

The new 1942 Pontiacs are more beautiful inside and out. Their increased over-all length and weight makes them even more comfortable, without sacrificing any of Pontiac's famous economy. They are still priced just above the lowest-priced cars.

But the really important news is that they are *unchanged where quality counts most—in pistons, bearings, crankshafts, connecting rods and other vital spots!*

That's why we say this is the most important trade announcement Pontiac has ever made!

1942 *Pontiac*

WITH THE THINGS YOU'VE ALWAYS LIKED... ***and 15 new ones too!***

Replacement Not Substitution!

(Continued from page 16)

than two-thirds of all engines built today and was always used before aluminum was available. There is nothing new about its use except the change that some cars have made for defense purposes.

Die Castings Out

ZINC is used in die castings. The automotive industry really made the die-casting business. Die castings are unique in that each die cast piece comes out of its mould as a finished part and ready to use. No other castings have this advantage. They all have to be machined afterwards. Die castings are thus designed to give rapid production of completely *finished* small parts. As they are being used to speed up defense, car makers must go back to what they originally used—cast iron. This means slower production and many extra man hours of machinery time before they are ready for assembly. It takes more jigs and fixtures and more machinery, too. Furthermore, the labor cost is far greater. The finished product is as *good,* or perhaps better, than the die casting which it replaces, but the *cost is greater.*

On the front of cars, radiator grilles no longer are zinc die castings. They are steel stampings. The cost is greater because more tools, labor and finishing are required, but performance and appearance are not in the least impaired. They are a replacement, not a substitute.

More Beautiful Panels

MORE beautiful instrument panels will be found on the 1942 cars because die-cast trimmings have been replaced with beautifully colored plastic ones. Cost in the past has always hindered the trend toward plastics. Now they take the place of die-castings, which never offered anything of such artistic beauty.

Lead is used in batteries, but it is obtained locally, so it is only necessary to expand our home lead production to meet the demand.

Tin, which is imported, goes into body solder, bronze castings and bearing bushings. In the latter it has been possible to conserve a great deal of tin by using only a thin babbit coating on a steel backing. Originally, these bearing bushings had a heavy babbit lining on a heavy bronze backing. Both bronze and babbit carry a lot of tin. In current practice, the babbit, containing tin, is only 8 to 12 thousandths of an inch thick instead of 30 to 60 thousandths, as formerly. The bronze backs have been replaced by steel, saving all the tin formerly needed in the bronze. This practice in bearing design has been steadily increasing. Its purpose was to get bearings which would carry heavier bearing loads and not break down. Several cars adopted the thin-babbit facing last year, when they increased their power, compression ratios and engine speeds. Steel bearing development is really new—it has just been precipitated by defense requirements.

Nickel Savings

NICKEL is one of the very important elements used both in plating bright parts and for alloying with steel to improve its qualities. It is one of the most important elements in armor plate, so every bit that can be obtained is allocated to defense uses. In automotive transmission gears, for example, nickel makes it very much easier to get the qualities of strength and hardness with the least likelihood of spoilage during heat treating. It is a sort of manufacturing convenience. Without nickel—equally good gears can be obtained, but they require more attention and

(Continued on page 70)

INNER-SEAL

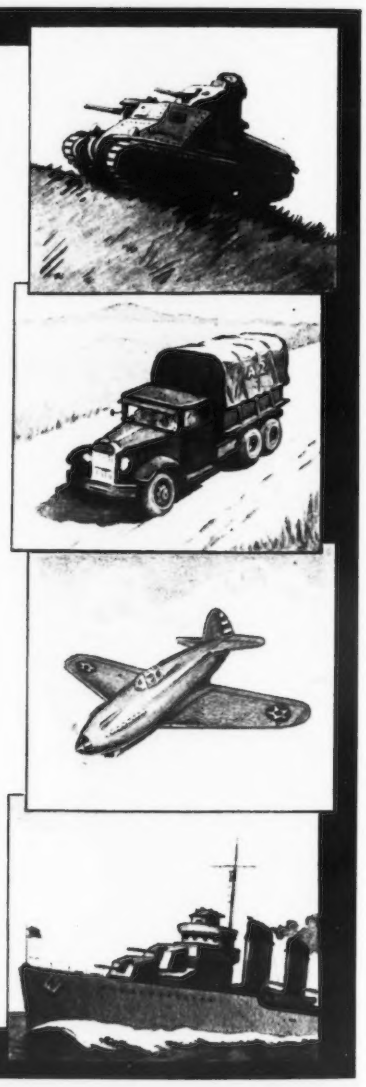
Inner Seal

AIDS IN

Inner Seal

National Defense

ON LAND, IN THE AIR AND AT SEA



INNER-SEAL Waterproof Weather Stripping keeps out rain, wind, dust and dirt. It seals tightly against any surface — smooth or rough.

INNER-SEAL is tough, strong, durable — designed and built to withstand severe service under the most exacting conditions.

Wherever complete protection is required, there you will find INNER-SEAL doing a REAL job. It is the modern weather stripping, endorsed and used by manufacturers in many diversified industries.

BRIDGEPORT FABRICS, INC., BRIDGEPORT, CONN.

We also manufacture narrow fabrics for Government use

Established 1837

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NEWS—made to order for 1942!

CLIPPER STYLING—*at new low prices!*

FOR 1942 — Clipper styling throughout all 4 of the new Packard lines!

And that means more good news! For it makes Clippers available at substantially lower prices than the mid-season sensation of 1941. And this in the face of higher labor and material costs . . . increased taxes . . . and generally rising prices in the industry!

Even the 1942 Clipper 8 — with the same power, comfort and roominess as the '41 Clipper — is actually lower priced!

Add to this price picture all the dollars-and-cents advantages of Clipper functional styling and you have the No. 1 sales story of the year. For Clipper styling pays dividends the public has proved it wants . . . improvements in comfort—roominess—economy—safety.

Pricing and styling are but two examples of how the Packard program is planned for the "long haul." The 1942 Packards are built to last — to win friends — to create and maintain owner-loyalty.

That means *good business* for the dealers who sell them.

BUILT FOR THE TIMES!

- **FUNCTIONAL BEAUTY.** Precision tests prove Clipper functional styling pays practical dividends the '42 buyer wants . . . in economy—comfort—safety.
- **STEPPED-UP ECONOMY.** 12% to 18% less fuel consumption than thrift-champion '41 Packard gives '42 Clipper a fuel-economy story hard for even small light cars to match!
- **REAL FADE-AWAY FENDERS**—a trend-starting Packard *first!* Clipper fenders actually fade into the body—permit greater width inside the car where it counts for comfort.
- **PROVED DURABILITY.** Typical reason for the Clipper's longer life: 44 ball and roller bearings — more than in any competitive car.
- **ELECTROMATIC DRIVE** — an extra that pays dividends all its own . . . saves gas, oil and engine wear . . . no jerk, no slip, no creep. A profit-making feature that helps sell the car as it sells itself.

1942 PACKARD CLIPPERS

ASK THE MAN WHO OWNS ONE

Replacement Not Substitution!

(Continued from page 68)

more careful heat treating. To a certain extent the qualities of easy manufacturing, required strength and wearing qualities may be obtained today with molybdenum instead of nickel steel.

Design Is Affected

VALVES that carried nickel and chrome are now being made without nickel. They do not have quite the hot strength of nickel steels, so the heads are made slightly heavier to get the additional strength. This is a good example of how changes in material also affect the dimensions and weight of the parts.

The pistons are another good example. The change from aluminum to cast iron pistons naturally means increasing the reciprocating weight 25 percent or more. This directly is not serious, but if there is not a sufficient factor of safety in the connecting rod bearings, it might cause them to pound out at high speeds. However, the experience gained in building aircraft engine bearings with very thin-babbit linings on steel solved the identical problem in the air. The application of this experience in the automotive engine seems a solution of the problem encountered when cast iron or steel pistons replace aluminum. Actually, they give users less trouble, fit closer, wear less and reduce oil consumption in many engines that formerly had the aluminum pistons. Perhaps that is why few manufacturers have always used aluminum pistons.

Replacements And Defense

ON 1942 cars one manufacturer estimates that the changes made will divert from non-defense production to war uses — about 5,000,000 pounds of aluminum, 2,200,000 pounds of nickel, 480,000 pounds of magnesium 23,500,000 pounds of zinc, 3,500,000 pounds of copper, 2,100,000 pounds of lead, 725,000 pounds of tin and 40,500 pounds of tungsten.

Zinc is saved by eliminating die castings and brass. Since copper is one of the basic elements in brass, there is a great saving of it by the elimination of brass.

Copper, itself, is frequently replaced by steel. In many places lead-coated steel can be used in place of copper.

Galvanized iron is zinc-coated steel and this is being rapidly eliminated in all non-defense industries.

Cast Iron For Zinc

MILLIONS of parts, formerly made from die castings, will be of cast iron during the coming years. Carburetors, fuel pumps, hydraulic brakes, cylinder pistons and the like will be made from cast iron instead of die castings. These are all small parts and, although they don't add much greater weight to the car, they do add up in a lot of extra man hours of labor, both in actual manufacture and in providing the many extra tools and machines with which to make them. Die castings, as you probably know, leave the moulds completely finished and ready to assemble, while iron castings are in the rough and have to be completely machined before they are usable.

The automotive industry has just done what years of training has taught it to do in a big way: namely, the replacement of parts with something new which will do the job just as well. The only difference is that where emphasis was on *lowest cost in the past,* it is now *on an equal performance basis,* but without the former limitations of cost. That is why more expensive plastics, leather and cloth trimmings will glorify the new car interiors this coming year. Greater beauty, but at greater cost. Cost and weights will undoubtedly be up for 1942. How much they will be, only time, executive orders of the SPAB and finance limitations will tell.

Ever watch a service man give a tire valve "the works" to line up a tube when mounting a tire? Some use special tools—most just reach for their pliers, grab the valve and haul away. Leaky valves would be common if the more than one hundred and fifty million standard tire valves in daily use were not "built to take it".

Schrader tire valves have a "backbone" machined from solid brass rod. Extending full length, this sturdy housing completely safeguards the valve mechanism from plier pressure, rim hole friction and the wear and tear of mounting. The valve cap provides the final safeguard against the normal abuses of everyday operation. Guaranteed airtight up to 250 lbs. pressure, it shuts out dirt . . . and seals the valve mouth.

Schrader
TIRE VALVES

A. SCHRADER'S SON *Division of Scovill Manufacturing Company, Incorporated* BROOKLYN, NEW YORK

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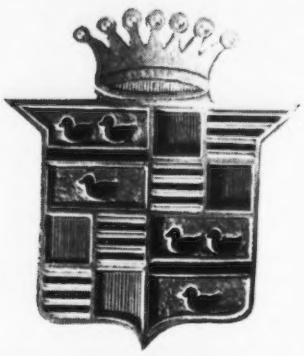
1942

OUR FORTIETH YEAR OF FINE-CAR BUILDING



OUR THIRD YEAR OF DEFENSE PRODUCTION

BACK IN 1939, when Cadillac first took on the job of producing finely-machined, precision parts for the famed Allison airplane engine, craftsmanship was more essential than speed. The standards set for Cadillac to meet were the highest industry has ever known.

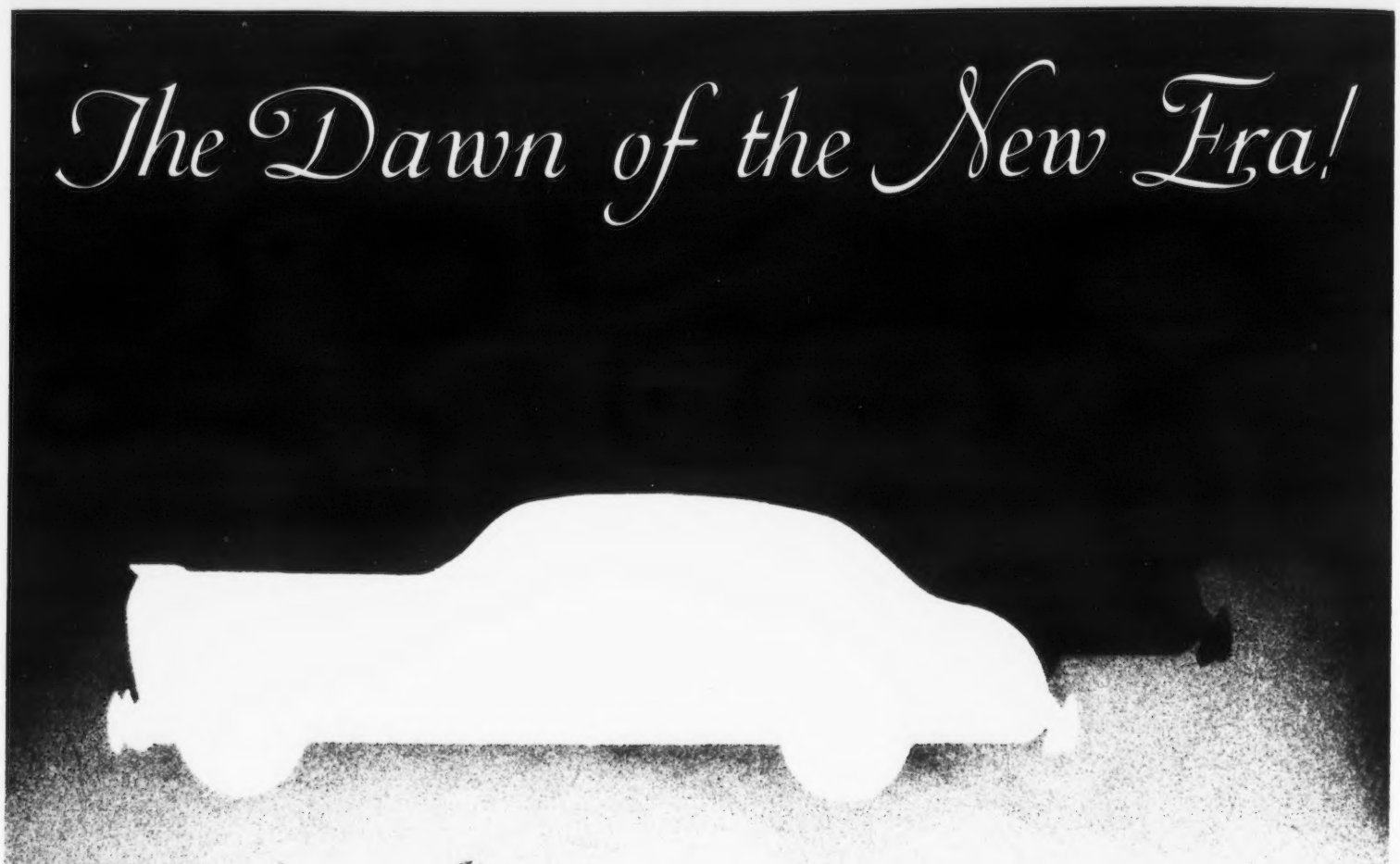
In the intervening months production schedules have been stepped up again and again. Speed and craftsmanship have become equally essential. And Cadillac has met this urgent requirement too. The swelling stream of vital Allison engine parts issuing from Cadillac has always exceeded projected schedules by a liberal margin.

Now Cadillac stands ready to accept more defense duties—able and willing to tackle any job that comes its way. Meanwhile, and for as long as defense production permits, Cadillac will continue to produce America's finest motor cars. Cadillac standards, maintained for forty years, will not permit Cadillac to build any other kind.

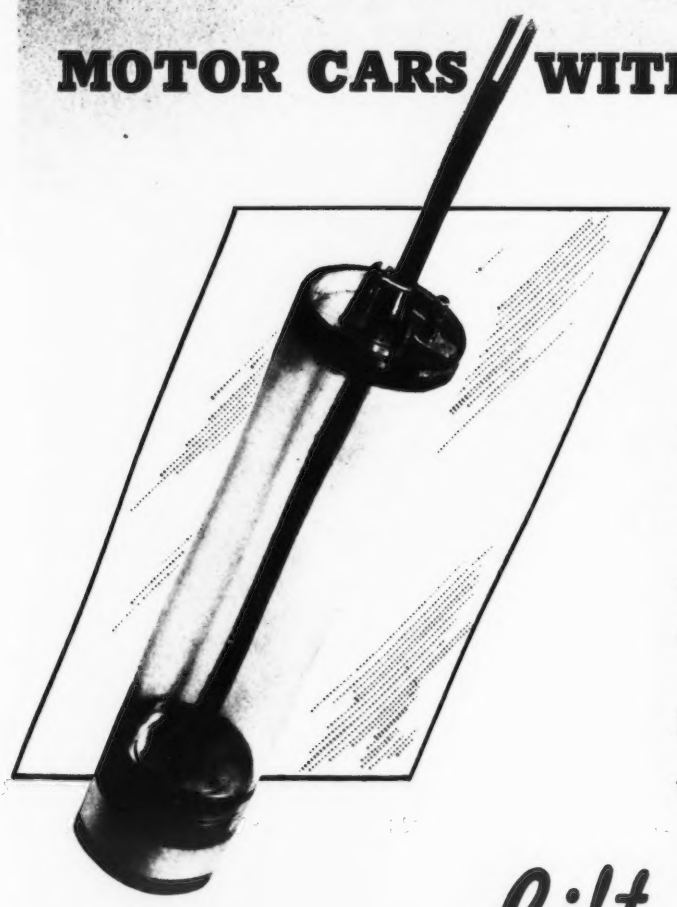
Cadillac

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION

The Dawn of the New Era!



MOTOR CARS WITH UN-CRANKED WINDOWS



Three 1942 models will register the first full line use of Button Touch control of car windows—***VACUUM operated***—as smoothly and silently as an elevator—***Up and Down.*** The new ***Lift-O-Matic*** window, for the first time, permits instant control of ventilation.

Lift-O-Matic

POWER UNIT

TRICO PRODUCTS TRICO

Lift-O-Matic *approved for standard fitting on three makes of 1942 cars*

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THOSE AMAZING ARMY "JEEPS"
BUILT BY WILLYS-OVERLAND
PROVE OUR LEADERSHIP IN ENGINEERING

The new, U. S. Army Jeeps are built by Willys-Overland. They get their terrific *power*—their thrilling *speed* and their record-breaking fuel *economy* from the *Willys "GO-Devil" Engine.*

This same engine is under the hood of every Willys Americar you sell. Read the handwriting on the wall! To serve the *people,* line up with

The NEW 1942

WILLYS

AMERICAR

The PEOPLE'S CAR

WAKE UP, MEN! OPEN YOUR EYES!
Everything points to cars of the Willys-type as the cars of the future —for the people!

Whether the European War collapses tonight or drags on for years, *this is my prediction:* Today's over-*size,* over-*weight,* over-*powered* and over-*dressed* cars *are on the way out now.* They're too expensive to buy and to run for the great mass of the *people.*

The only practical *people's* car in America today is the amazing Willys Americar with its spectacular "GO-Devil" Engine.

They'll all have to come back to normal-size, economical transportation before this defense program and the coming world reconstruction program are over. Willys-Overland engineers *were first* to sense this economy trend. They met it with the most spectacular automotive engineering job in America. The Willys is out in front today with a head start that will make it a *leader for years to come.*

J. W. Frazer
PRESIDENT

LET'S "*FIRE*" THE SALES FORCE!

WITH production cut 50%, that might sound like a good idea. However, we can't get anyone to agree that it is.

New cars still have to be SOLD! Used cars still have to be SOLD! SERVICE may be the dealer's major source of PROFIT in 1942.

Consequently, SELLING is as important today as ever—if not more so! And, when SELLING is IMPORTANT, *somebody* has got to P U S H !

No matter what YOU WANT YOUR SALESMEN TO DO, you can GET BETTER RESULTS by giving them something EXTRA for DOING IT!

The NEW 1942 "PUSH BOOK" makes available hundreds of "EXTRAS" for salesmen, plus INSPIRATION, IDEAS, SELLING HELPS and the greatest incentive ever offered—"the satisfaction of being a WINNER!"

SEND FOR YOUR COPY
***of the* 1942 "PUSH BOOK"**
Now!

*Reg. U. S. Pat. Off.

BELNAP and THOMPSON, inc.
A Sales Promotion Agency
CREATORS AND PRODUCERS OF ***"PUSH PLANS"****
309 WEST JACKSON BLVD., CHICAGO

"Keep 'em Rolling!"

MORE than 100,000 Servicemen are being shown every month how to . . .

"Keep 'em Rolling!"

by . . .

Automotive
SERVICE
The Picture Paper for Servicemen

A SLOCUM AUTOMOTIVE PUBLICATION

(Sample copies on request — Slocum Pub. Co., Detroit)

The "rising market" buy in Boston is . . .

The Boston Globe

✓ BOSTON GLOBE circulation gains — Daily *and* Sunday are greater, from 6-month period to 6-month period, than the gains of *all other Boston newspapers combined!*

✓ IN THE 40 Cities and Towns comprising the Boston A.B.C. City area, BOSTON GLOBE daily circulation — 12 months ending March 31, 1941 — gained in *every one!* Another Boston daily newspaper *lost* in 24. Another *lost* in 20. Another *lost* in 14.

✓ ✓ ADVERTISERS—*National, Local, Classified*—are not unaware of this "*rising market*" newspaper buy in Boston. To date, this year, BOSTON GLOBE Advertising Linage is up nearly *1,000,000* lines over same period of 1940.

John B. Woodward, Inc.
NEW YORK
SAN FRANCISCO
LOS ANGELES

The Boston Globe
MORNING • SUNDAY • EVENING

Osborn, Scolaro, Meeker & Co.
CHICAGO
DETROIT
ST. LOUIS

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CAR OF THE TIMES

WHY DE SOTO LEADERSHIP MEANS MORE MONEY, BETTER BUSINESS FOR DE SOTO DEALERS!

THIS NEW DE SOTO has everything dealers need for *profitable* sales under present conditions.

It is Styled to Stand Out! De Soto's styling is the type that will cause favorable talk—bring in more prospects—give you more deals from which to choose. The new Airfoil Lights (concealed headlamps)—new concealed running boards—Personalized Interiors—are a few of its big box-office features!

It's Built to Stand Up! Built in De Soto's own plant—one of the most modern in the industry. De Soto benefits greatly from Chrysler Corporation's *sound engineering*. This is assurance of *long car life* at a time when long car life is more important than ever before!

It offers the most modern performance—tested and proved by owners! No-Shift driving at its best. A new 115-horsepower engine with Superfinished parts for greater smoothness, longer life. Customers will want every tested modern feature in a car they may use longer than usual!

Remember, also, that the De Soto franchise brings you *Plymouth*, one of the three biggest sellers in America—established as one of the most popular cars in the big low-price field! You sell two great automobiles.

For full details, write L. G. Peed, De Soto Division, Chrysler Corporation, Detroit, Mich.

Some of the Defense Products of Chrysler Corporation

Army Tanks • Anti-Aircraft Cannons • Bomber Fuselage Sections • Command Reconnaissance Cars • Troop Transports • Field Radio Cars • Weapon Carriers • Ambulances • Tent Heaters • Field Kitchens • Cantonment Furnaces • Propeller Balancers • Marine Engines • Duralumin Forgings • Powdered Metal Parts.

DE SOTO-PLYMOUTH

155-mm GUN CARRIAGES

have resistance to

SHOCK, STRESSES, IMPACT and FATIGUE

N-A-X

High Tensile

DUCTILITY

ITS INHERENTLY FINER GRAIN MAKES ALL THE DIFFERENCE

STRENGTH

When these heavy guns roll over rough ground, up and down hills, they must stand severe punishment. And when they are fired, the carriages have to take even greater stresses and strains. For these and many other reasons, N-A-X HIGH TENSILE is the ideal low alloy steel for this unusual application.

Equally important is the easy workability of N-A-X HIGH TENSILE. Fabricators know from previous experience that this remarkable low alloy steel goes through each step in the shop routine smoothly, easily, and makes for quick delivery of essential defense equipment.

N-A-X HIGH TENSILE has high resistance to impact and fatigue, at both normal as well as at sub-zero temperatures. This means that equipment built of N-A-X HIGH TENSILE will operate at high efficiency in all kinds of weather conditions with lower maintenance and replacement cost.

Because N-A-X HIGH TENSILE is unusually ductile, it can be cold formed readily, in most cases without change in regular shop practice. Other properties are: High yield point, high ultimate strength, *outstanding welding characteristics*, and greatly increased resistance to corrosion and abrasion.

A Great Lakes engineer will be glad to give you full information about the use of N-A-X HIGH TENSILE. Telephone, wire or write for one today. No obligation or cost.

LIST OF PRODUCTS

Hot Rolled Strip (down to 1 inch wide) . . . Hot Rolled Strip Sheets (up to 91 inches wide) . . . Spring Steel (carbon and alloy) . . . Merchant Bars . . . Forging Bars . . . Automobile Bumper Sections . . . Bar Mill Sections . . . N-A-X HIGH TENSILE Bars, Shapes, Sheets, Billets . . . Sheet Bars . . . Hot and Cold Rolled Sheets . . . Michigan Metal for Vitreous Enameling . . . Deep Drawing Quality (in all grades, widths up to 91 inches) . . . Stran-Steel Metal Framing for Residential and Commercial Construction.

GREAT LAKES STEEL CORPORATION—DETROIT, MICHIGAN

Sales Offices in Principal Cities

division of NATIONAL STEEL CORPORATION

Executive Offices, Pittsburgh, Pa.

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ONLY FORD - HUDSON - LINCOLN NASH - WILLYS

are now equipped with

SAFETY *foot control which allows the driver to keep his hands on the wheel and eyes on the road while changing radio stations*

SAFETY *foot control*

eliminates the

HAZARD *of auto radio...*

ALWAYS A YEAR AHEAD ZENITH REG. U. S. PAT. OFF. LONG DISTANCE **RADIO**

MADE BY AMERICA'S OLDEST MANUFACTURER OF FINE HOME RADIOS

155-mm GUN CARRIAGES

have resistance to

SHOCK, STRESSES, IMPACT and FATIGUE

N-A-X

High Tensile

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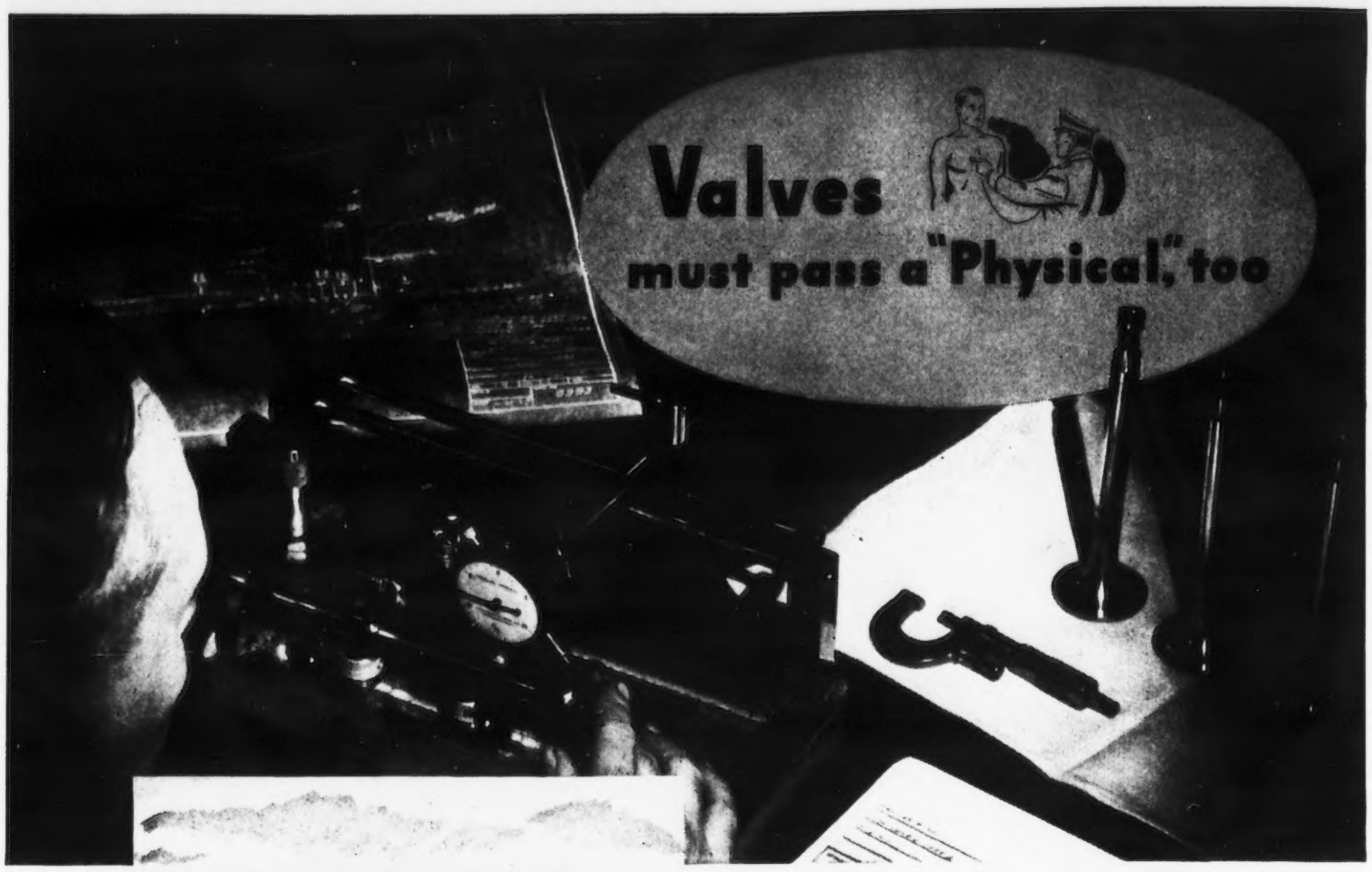
MADE BY AMERICA'S OLDEST MANUFACTURER OF FINE HOME RADIOS



THIS MAN is a draft board doctor for engine parts.

He must pass on valves of all types, for gruelling service in tanks, trucks, scout cars and airplanes.

He must be sure that they meet exacting military specifications — *without exception* — that they will stand up under much longer, harder use than they would meet in ordinary peace-time service.

He is an Eaton-trained man — a hard bitten examiner whose job is to say "no" but who seldom has that opportunity.

It is this careful attention to detail, together with an intimate understanding of engineering and production problems that has enabled Eaton to play such an important part in filling widely differing defense orders.

Eaton men in enlarged Eaton plants are making valves for all sorts of army vehicles. They are making Sodium-Cooled Valves for aircraft engines. They are turning out huge volute springs for tanks, leaf springs for scout cars, coil springs for anti-aircraft guns. They are making axles for army trucks. They are supplying valve seat inserts, valve tappets, coil springs, tank guards, detonator cups, castings, bearing retainer rings, spring washers, caps and adapters, bolts, plugs, bushings, tank manhole covers, stampings, hydraulic valve lifters, ball ends and sockets.

And into each of these Eaton-built defense products go years of experience in precision manufacture. Into each goes a type of progressive engineering and exacting workmanship that is born of long association with the automotive and aircraft industries.

While Eaton abilities are now turned almost entirely to the growing demands of our Defense Program, Eaton engineers are looking ahead to the time when their plant facilities and defense experience can be applied to building better motor cars, better trucks, better airplanes, better mechanical devices of many kinds for a world at peace.

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EATON MANUFACTURING COMPANY

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PLANTS: CLEVELAND • DETROIT • SAGINAW • MARSHALL • BATTLE CREEK • VASSAR • MASSILLON

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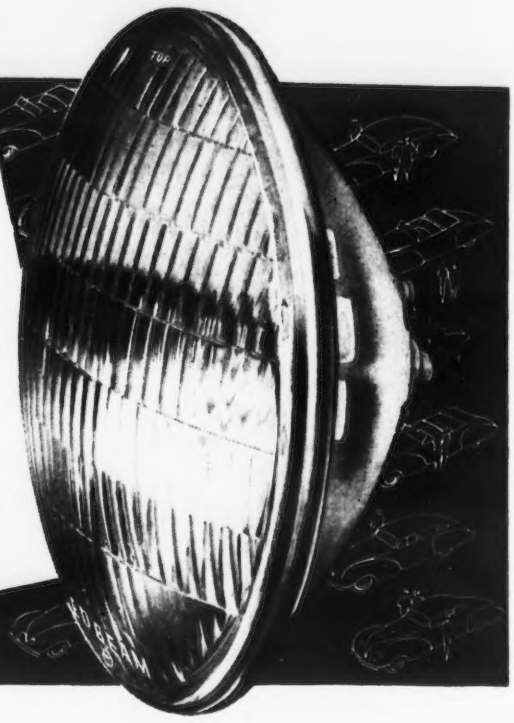
6,913,000 CARS WITH SEALED BEAM LAMPS



• Today there are more than 33 million cars and trucks on the road. Of this number, 6,913,000 are 1940 to 1942 models already equipped with Sealed Beam Lighting Systems. Headlights on these models are being replaced every day. And each year, each month this replacement market gets bigger and brighter for you.

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No wonder LIFE regularly wins a larger audience than any other magazine —more than 20,000,000 readers weekly.

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Album of American Passenger Cars

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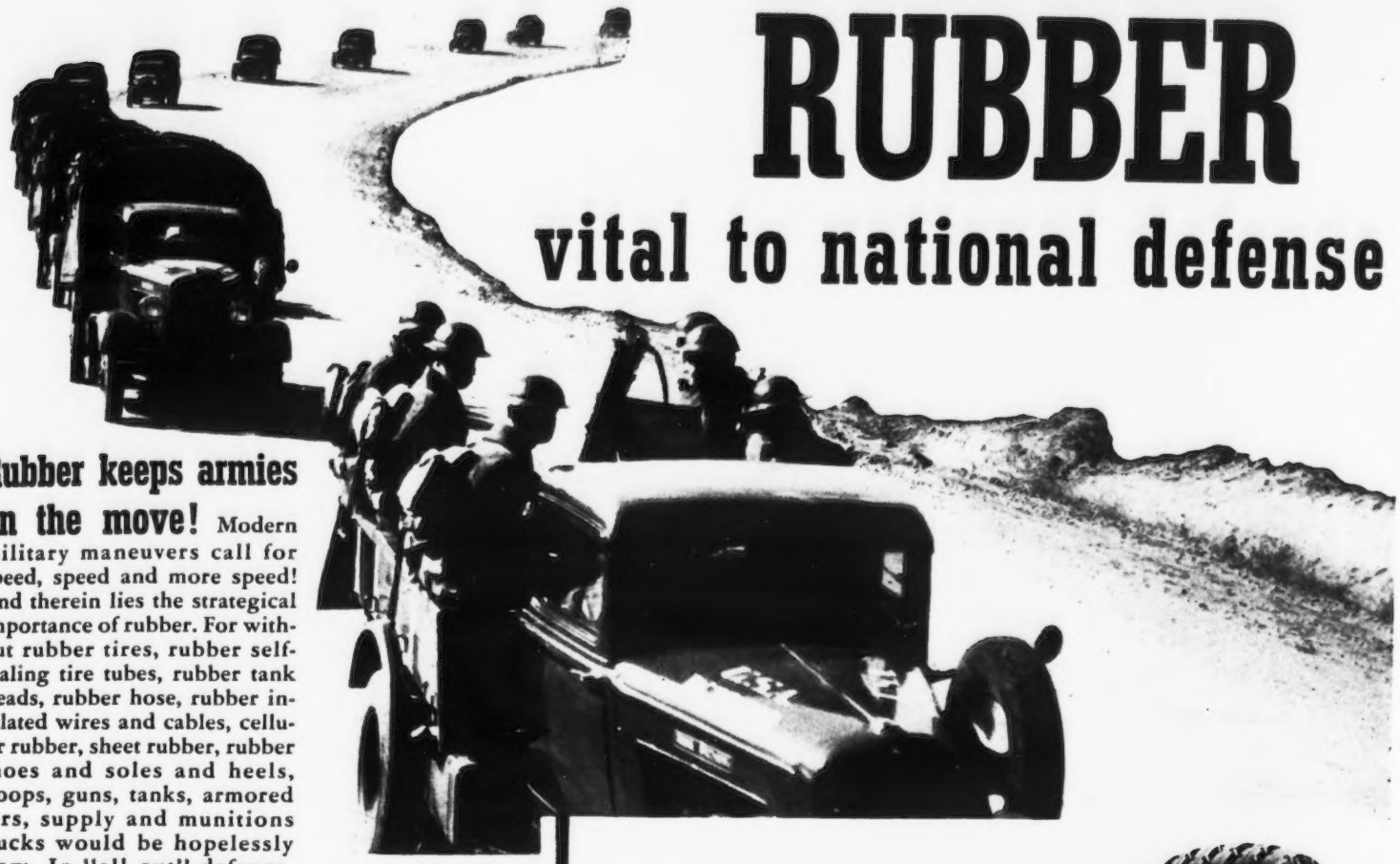
RUBBER

vital to national defense



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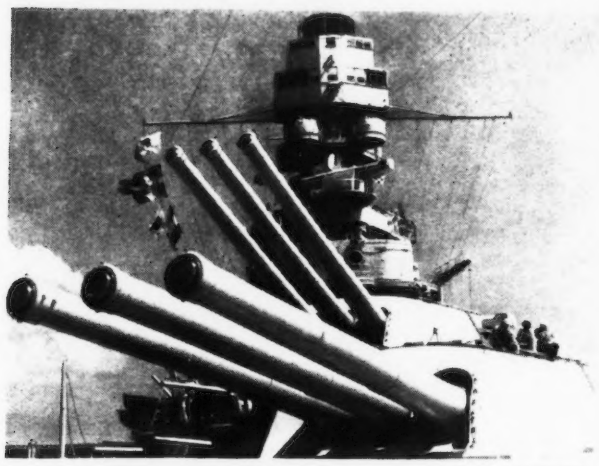

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